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HOCKEY MARKET
POTENTIAL STUDY

MARCH 1996

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HOCKEY MARKET POTENTIAL STUDY

Final Report

Prepared for:

HECFI

March 1996

Hendershot Research Consultants

105 Main Street East, Suite 1010
Hamilton, Ontario L8N 1G6

Telephone: (905) 528-6523
Fax: (905) 528-7033

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EXECUTIVE SUMMARY

HECFI required marketing research information concerning the market potential of a Hamilton hockey team in the International Hockey League or the Ontario Hockey League.

A total of 1,100 completed telephone interviews were conducted with three separate sample segments. The first sample (Hamilton-Wentworth) consisted of 400 interviews (yielding a margin of error of 5.0% at the 95% confidence level) was conducted with a random sample of Hamilton-Wentworth residents. The second sample (Surrounding Cities) consisted of 400 interviews conducted in surrounding cities (London - 50, Kitchener - 50, Niagara Falls - 50, St. Catharines/Grimsby - 100, Burlington - 100, Oakville - 50). Respondents were screened for their interest in attending a hockey game. For the third sample (Hockey Sample), a total of 300 completed telephone interviews were conducted with respondents (41 completed interviews) who had contacted Copps Coliseum with an interest for NHL season tickets and with respondents (259 completed interviews) who were currently involved in an amateur hockey team (ie. personally playing or have children playing on a team). The actual fieldwork was conducted from November 4 to November 20, 1995 with an overall response rate of 8.8%.

The main results are based on respondents interviewed who were interested in attending hockey games. The analysis at the end of the summary is reflective of the entire population of households. The results of the study were as follows:

Past Attendance at Professional Hockey Games - Of the respondents in Hamilton-Wentworth who attended professional hockey games in the last two years, 69% had attended games at Copps Coliseum and 48% had attended games at Maple Leaf Gardens. In comparison, respondents in the surrounding cities have attended games at Maple Leaf Gardens (70%) and Copps Coliseum (31%).

Awareness of International Hockey League vs. Ontario Hockey League - When respondents were initially asked to indicate whether they were familiar with either league, a higher percentage of respondents in Hamilton-Wentworth indicated that they were very or somewhat familiar with the OHL (77%) in comparison to the IHL (58%). For the surrounding cities, a total of 80% were very or somewhat familiar with the OHL in comparison to 60% for the IHL.

Level of Agreement To Pursue a Hockey Franchise Other Than NHL - Overall, 66% of Hamilton-Wentworth respondents agreed (strongly or somewhat) that Copps Coliseum should pursue a franchise in a league other than the NHL. For the Surrounding cities, 64% agreed although there was a higher percentage of respondents who somewhat agreed than strongly agreed in comparison to Hamilton-Wentworth. For the Hockey Sample, 74% agreed although there was a higher level of disagreement among respondents interested in purchasing NHL season tickets.

Likelihood To Attend IHL vs. OHL Games - Of the Hamilton-Wentworth respondents interviewed, 47% indicated that they would be very likely and 36% indicated that they would be somewhat likely to attend at least one IHL game. In comparison, of the surrounding cities, 31% would be very likely and 34% would be somewhat likely.

Likelihood to attend OHL games was the same as IHL for Hamilton-Wentworth respondents (48% vs. 47% respectively). However, likelihood to attend an OHL game was slightly lower than IHL for the surrounding cities (28% vs. 31%) and the Hockey Sample (62% vs. 66%).

The overall average number of IHL games for Hamilton-Wentworth was 18.3 games. Of the surrounding cities, Burlington respondents indicated they would attend 10.7 games and St. Catherine's area respondents would attend 12.6 games. The overall average number of games for IHL for the surrounding cities was 9.2 games. In comparison, Hamilton-Wentworth respondents would attend OHL games slightly more often (21.2 vs. 18.3 games) whereas surrounding cities would attend OHL games slightly less often (7.9 vs. 9.2 games).

The results indicated that although there may be a difference in the number of games attend, they would attend with the same number of people (Hamilton-Wentworth - 3.0, surrounding cities - 2.8 and Hockey Sample - 2.8). A total of 28% of Hamilton-Wentworth respondents and 25% of the respondents in surrounding cities would bring children. Of the children who would attend, the most frequently mentioned age groups were 9 - 12 years (39%) and 13 - 16 years (29%) for Hamilton-Wentworth. For the Hockey sample, the most frequently mentioned age group was 7 - 10 years (48%).

Likelihood To Purchase Season Tickets For IHL vs. OHL Games - Of the Hamilton-Wentworth respondents, 7% indicated that they would be very likely and 16% would be somewhat likely to purchase season tickets for the IHL. In comparison, for the surrounding cities, 2% indicated very likely and 12% indicated somewhat likely to purchase season tickets for the IHL. Of the 41 respondents who were interested in NHL season tickets, 22% would be very likely to purchase season tickets, 17% would be somewhat likely, and 61% would not be likely to purchase season tickets.

For the OHL, 9% of Hamilton-Wentworth respondents would be very likely and 13% indicated somewhat likely. For the surrounding cities, 2% would be very likely and 11% would be somewhat likely. Of the 41 respondents who were interested in NHL season tickets, 15% would be very likely to purchase season tickets, 7% would be somewhat likely, and 79% would not be likely to purchase season tickets. The average number of season tickets respondents would purchase personally would be 2.0.

Evening Interested In Attending Games - For Hamilton-Wentworth respondents, the evenings with the highest preference were Saturday (70%) and Friday (69%).

League Most Preferred - The majority of respondents from Hamilton-Wentworth (54%), the surrounding cities (52%) and the Hockey sample (53%) preferred the International Hockey League. Burlington respondents were the most likely to prefer the IHL (61%). Reasons why Hamilton-Wentworth respondents preferred the IHL were that the league is 'more competitive' (53%), 'more exciting/interesting to watch' (16%) and 'more familiar with the league' (10%). The main reason why respondents preferred the OHL were they were 'more familiar with the league' (61%).

Attitudes Towards NHL - When respondents were asked if they felt that either of the two leagues were an acceptable replacement for the NHL, 51% of the Hamilton-Wentworth respondents agreed (strongly or somewhat) and 44% of the respondents from surrounding cities agreed.

Demographic Profile - In comparison to the overall population, respondents interested in attending hockey games were more likely to be student and blue collar occupations and less likely to be retired or professional occupations. Hamilton-Wentworth respondents were most likely in the age group 35 - 44 years (29%) and 25 - 34 years (24%). Respondents in the surrounding cities were more likely 25 - 34 years (32%) and 35 - 44 years (25%).

Of the respondents interviewed, respondents 18 - 44 years were more likely to attend than the older respondents. The results indicated that respondents 16 - 24 years would be slightly more likely to attend OHL games in comparison to respondents 25 - 44 years who would be more likely to attend IHL games. Respondents 35 - 44 years were the most likely to be interested in purchasing season tickets.

Radio Station Listen To - Respondents 35 - 44 years were equally likely to listen to CHML, K LITE FM and Y95 whereas respondents 25 - 34 years were more likely to listen to Y95. Respondents 18 - 24 years were most likely to listen to 107.9.

Forecast of Total Households - The households who were not interested in attending hockey games (not eligible for the study) were included in the analysis. Of the total number of households, 27% of the households in Hamilton-Wentworth and 21% in Burlington were interested in attending hockey games. It is important to note that these percentages do not include households who watch hockey on television.

Therefore, based on the forecast, 12% of the total households in Hamilton-Wentworth and 8% of the households in the surrounding cities would be very likely to attend an IHL game; and 12% of the households in Hamilton-Wentworth and 7% of the households in the surrounding cities would be very likely to attend an OHL game.

For the respondents very likely to attend IHL games, these percentages represent a total of 16,855 households in Hamilton, 5,766 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 26,324 households in the surrounding cities. This results in an overall total of 48,945 households. When the somewhat likely respondents are included, the total number of households increase to 94,984 (28,550 - Hamilton, 11,391 - outlying areas, and 55,043 - surrounding cities).

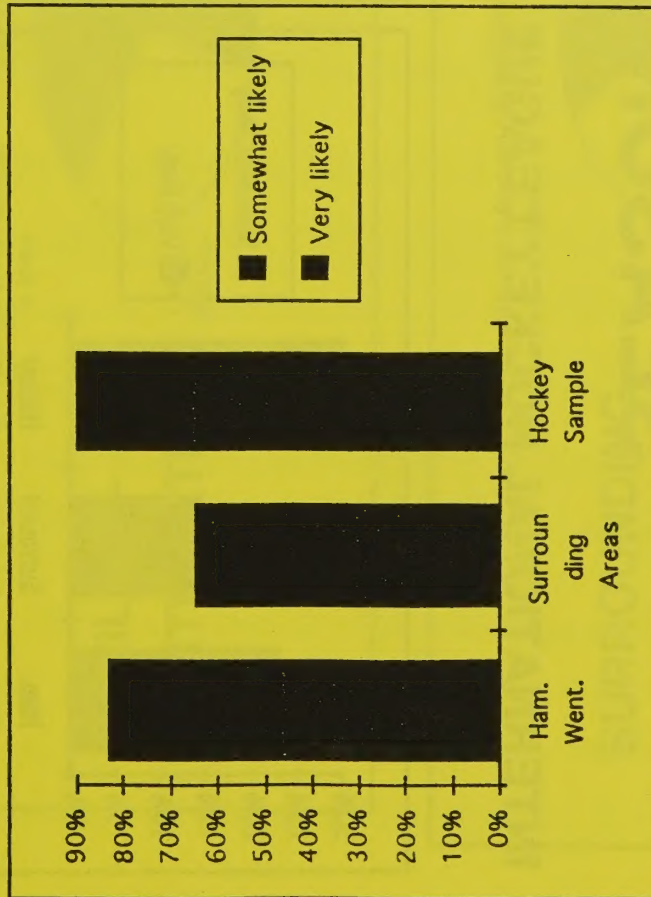
For the respondents very likely to attend OHL games, a total of 16,855 households in Hamilton, 6,469 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 24,149 households in the surrounding cities. This results in an overall total of 47,473 households. When the somewhat likely respondents are included, the total number of households increase to 90,427 (26,830 - Hamilton, 11,109 - outlying areas, and 52,488 for surrounding cities).

For the purchase of IHL season tickets, 2% of total households would be very likely to purchase season tickets and 4% would be somewhat likely in Hamilton-Wentworth, in comparison to 1% and 3% respectively in the surrounding cities. Of the respondents very likely, these percentages represent a total of 5,496 households - 2,408 households in Hamilton, 1,125 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 1,963 households in the surrounding cities. When the somewhat likely respondents are included, the total number of households increase to 24,530 (8,599 - Hamilton, 2,953 - outlying areas, and 12,978 for surrounding cities).

For the purchase of OHL season tickets, 2% of total households would be very likely to purchase season tickets and 4% would be somewhat likely in Hamilton-Wentworth, in comparison to 1% and 3% respectively in the surrounding cities. Of the respondents very likely, these percentages represent a total of 6,110 households - 3,096 households in Hamilton, 1,125 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 1,889 households in the surrounding cities. When the somewhat likely respondents are included, the total number of households increase to 22,803 (8,255 - Hamilton, 2,391 - outlying areas, and 12,157 for surrounding cities).

LIKELIHOOD TO ATTEND GAMES

INTERNATIONAL HOCKEY LEAGUE



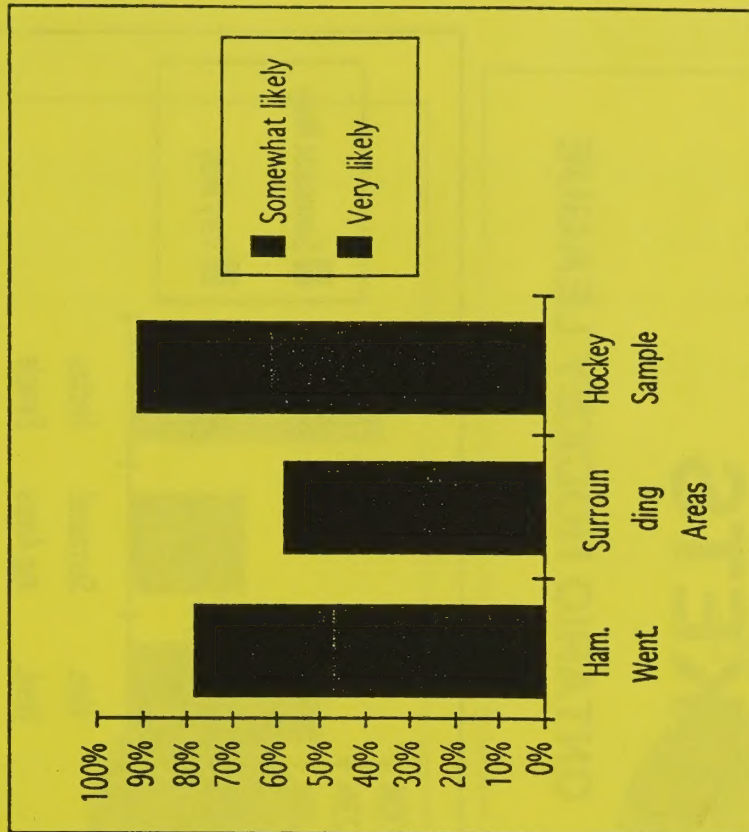
VERY LIKELY:

Hamilton-Wentworth
Surrounding Areas
Hockey Sample

IHL

47%
31%
66%

ONTARIO HOCKEY LEAGUE

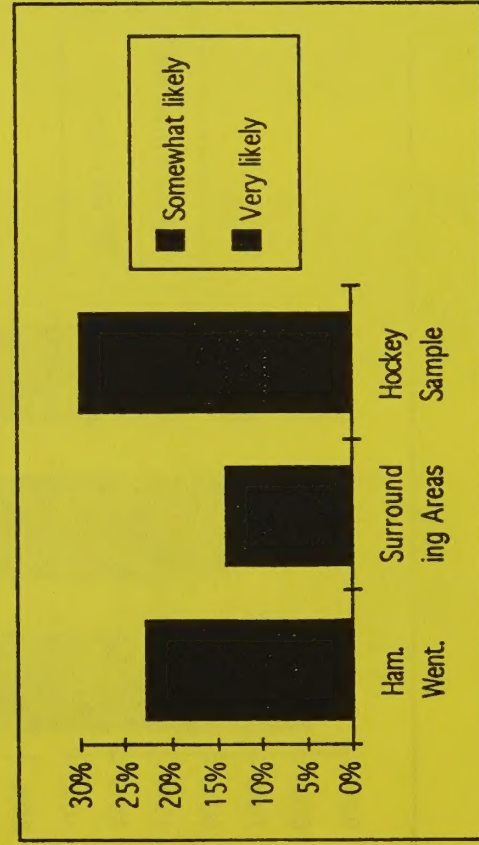


OHL

48%
28%
62%

INTEREST IN SEASON TICKETS

INTERNATIONAL HOCKEY LEAGUE ONTARIO HOCKEY LEAGUE

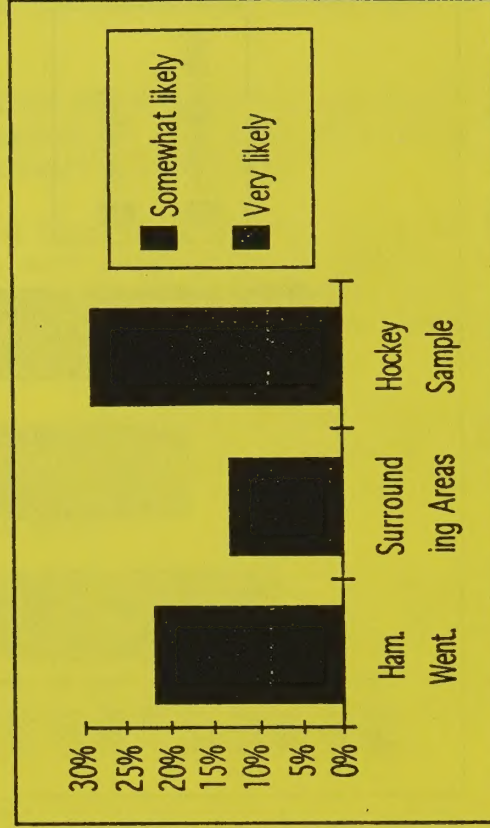


IHL

7%
2%
10%

VERY LIKELY:

Hamilton-Wentworth
Surrounding Areas
Hockey Sample



OHL

9%
2%
9%

PREFERENCE FOR LEAGUE

HAMILTON- WENTWORTH



SURROUNDING AREAS



1.0 BACKGROUND

Copps Coliseum required marketing research information concerning the potential of a hockey team in Hamilton. It was the main objective of the study to identify attitudes towards obtaining a team for the International Hockey League or the Ontario Hockey League and provide a marketing directive based on these findings.

2.0 OBJECTIVES

The main objectives of the study included:

1. To determine what hockey games respondents have attended in the last three years.
2. To determine their level of awareness of the International Hockey League, and the Ontario Hockey League.
3. To determine differences in attitudes towards International Hockey League vs. Ontario Hockey League.
4. To examine their perception of the benefits to the City of Hamilton.
5. To examine their level of support and their reasons why/why not support a team. (ie. would this team be an acceptable replacement for the NHL with possible changes in the future).
6. To determine whether they would personally be interested in attending games and their frequency, number of people in the household interested, weekdays vs. weekends.
7. To examine their level of interest in obtaining a subscription and number of subscriptions.
8. To assess if they are not personally interested in attending, their attitudes towards having a team in Hamilton.
9. To provide a demographic profile of respondents based on their attitudes.

3.0 RESEARCH METHODOLOGY

A total of 1,000 completed telephone interviews were conducted with a random sample of residents according to specific quotas in the following cities:

	Population	Percentage <u>Per Region</u>	#of Completed <u>Interviews</u>
Hamilton	318,499	70.5%	280
Stoney Creek	49,968	11.1%	45
Ancaster	21,988	4.9%	20
Dundas	21,868	4.8%	20
Flamborough	29,616	6.5%	25
Glanbrook	9,726	<u>2.2%</u>	<u>10</u>
		100%	400
London	310,698	33.7%	50
Kitchener	168,282	18.2%	50
Niagara Falls	75,400	8.2%	50
Grimbsy/St. Catherines	124,689	13.5%	100
Oakville	114,670	12.4%	50
Burlington	129,575	<u>14.0%</u>	<u>100</u>
		100%	400

The margin of error for 400 interviews is 5.0% at the 95% confidence level. In addition, interviews were conducted with respondents who had contacted Copps Coliseum indicating interest in purchasing NHL tickets and respondents who were involved in an amateur hockey team (either themselves or their children) in the city. The completed interviews were as follows:

Interested in purchasing NHL season tickets	41
Involved with a hockey team	<u>259</u>
	300

The interviews were conducted by experienced telephone interviewers and took approximately 7 minutes to complete. (See Appendix A for a copy of the questionnaire). A pretest

was conducted prior to the fieldwork to determine any potential difficulties. All respondents were screened to determine that they had attended a professional hockey game in the past two years or who were likely to attend in the next year. The actual fieldwork was conducted between November 4 to 20, 1995 with an overall response rate of 8.8%. The response rate was lower as a result of the screener questions. (See Appendix B for detailed response rate results for each city).

4.0 SUMMARY OF RESULTS

The main results are based on respondents who were interested in attending hockey games. The analysis at the end of the summary is reflective of the entire population of households. The results of the study were as follows:

Past Attendance at Professional Hockey Games - Of the respondents in Hamilton-Wentworth who attended professional hockey games in the last two years, 69% had attended games at Copps Coliseum and 48% had attended games at Maple Leaf Gardens. In comparison, respondents in the surrounding cities have attended games at Maple Leaf Gardens (70%) and Copps Coliseum (31%).

Awareness of International Hockey League vs. Ontario Hockey League - When respondents were initially asked to indicate whether they were familiar with either league, a higher percentage of respondents in Hamilton-Wentworth indicated that they were very or somewhat familiar with the OHL (77%) in comparison to the IHL (58%). For the surrounding cities, a total of 80% were very or somewhat familiar with the OHL in comparison to 60% for the IHL. For the Hockey sample, 86% were very/somewhat familiar with the OHL and 66% were very/somewhat familiar with IHL. As may be expected, London had the highest level of familiarity for the OHL (94%) and London and Oakville had the highest level of familiarity for the IHL (66%).

Level of Agreement To Pursue a Hockey Franchise Other Than NHL - Overall, 66% of Hamilton-Wentworth respondents agreed (strongly or somewhat) that Copps Coliseum should pursue a franchise in a league other than the NHL. For the Surrounding cities, 64% agreed although there was a higher percentage of respondents who somewhat agreed than strongly agreed in comparison to Hamilton-Wentworth. For the Hockey Sample, 74% agreed although there was a higher level of disagreement among respondents interested in purchasing NHL season tickets. London and Kitchener had the highest percentage of respondents who strongly disagree (26% and 28% respectively). The main reasons given for agreement by Hamilton-Wentworth respondents were that 'Hamilton should have a hockey team' (43%), 'should be using Copps facilities' (15%), 'it would be a good promotion for Hamilton' (15%) and 'good for the economy' (12%). The main reasons for disagreement by Hamilton-Wentworth respondents were that 'there is not enough interest to support a hockey team' (45%), 'prefer NHL over other leagues' (25%) and 'NHL team would be more profitable' (13%).

Likelihood To Attend IHL vs. OHL Games - Of the Hamilton-Wentworth respondents interviewed, 47% indicated that they would be very likely and 36% indicated that they would be somewhat likely to attend at least one IHL game. In comparison, of the surrounding cities, 31% would be very likely and 34% would be somewhat likely. Burlington respondents were the most likely to be interested (48% - very likely) and London respondents were the least likely to be interested (18% - very likely). Respondents in Niagara Falls were more likely to be interested than Kitchener and St. Catherines area to attend at least one game.

Likelihood to attend OHL games was the same as IHL for Hamilton-Wentworth respondents (48% vs. 47% respectively). However, likelihood to attend an OHL game was slightly lower than IHL for the surrounding cities (28% vs. 31%) and the Hockey Sample (62% vs. 66%). Overall, the results indicated that the same respondents would go to either league (ie. they would have indicated somewhat likely for both leagues). The main reason given for why respondents would not be likely to attend was that 'the leagues would not be as good/exciting as the NHL'.

All respondents who indicated very or somewhat likely to attend at least one game were asked to indicate the number of IHL games they would attend. Overall, for Hamilton, respondents indicated that they would attend a total of 21.7 games in comparison to 10.0 games for the outlying communities in Hamilton (Stoney Creek, Ancaster, Dundas). Therefore, the overall average number of games for Hamilton-Wentworth was 18.3 games. Of the surrounding cities, Burlington respondents indicated they would attend 10.7 games and St. Catherines area respondents would attend 12.6 games. The overall average number of games for IHL for the surrounding cities was 9.2 games. In comparison, Hamilton-Wentworth respondents would attend OHL games slightly more often (21.2 vs. 18.3 games) whereas surrounding cities would attend OHL games slightly less often (7.9 vs. 9.2 games).

The results indicated that although there may be a difference in the number of games attend, they would attend with the same number of people (Hamilton-Wentworth - 3.0, surrounding cities - 2.8 and Hockey Sample - 2.8). A total of 28% of Hamilton-Wentworth respondents and 25% of the respondents in surrounding cities would bring children. Of the children who would attend, the most frequently mentioned age groups were 9 - 12 years (39%) and 13 - 16 years (29%) for Hamilton-Wentworth. For the Hockey sample, the most frequently mentioned age group was 7 - 10 years (48%).

Likelihood To Purchase Season Tickets For IHL vs. OHL Games - Of the Hamilton-Wentworth respondents, 7% indicated that they would be very likely and 16% would be somewhat likely to purchase season tickets for the IHL. In comparison, for the surrounding cities, 2% indicated very likely and 12% indicated somewhat likely to purchase season tickets for the IHL. Of the 41 respondents who were interested in NHL season tickets, 22% would be very likely to purchase season tickets, 17% would be somewhat likely, and 61% would not be likely to purchase season tickets.

For the OHL, 9% of Hamilton-Wentworth respondents would be very likely and 13% indicated somewhat likely. For the surrounding cities, 2% would be very likely and 11% would be somewhat likely. Of the 41 respondents who were interested in NHL season tickets, 15% would be very likely to purchase season tickets, 7% would be somewhat likely, and 79% would not be likely to purchase season tickets. The average number of season tickets respondents would purchase personally would be 2.0. The main reasons given for not purchasing season tickets were 'too busy/not enough time' (52%) and 'cannot afford season tickets' (28%).

Evening Interested In Attending Games - For Hamilton-Wentworth respondents, the evenings with the highest preference were Saturday (70%) and Friday (69%) in comparison to Wednesday (44%) and Thursday (50%). For surrounding cities, Friday and Saturday were equal (72%) with a lower level of interest in attending on weekday evenings (Wednesday - 32%, Thursday - 40%).

League Most Preferred - When all respondents were asked which of the two leagues they would most prefer to see a Hamilton hockey team play in, the majority of respondents from Hamilton-Wentworth (54%), the surrounding cities (52%) and the Hockey sample (53%) preferred the International Hockey League. Burlington respondents were the most likely to prefer the IHL (61%). In comparison, OHL was preferred by 32% of Hamilton-Wentworth, 41% of surrounding cities and 38% of the Hockey sample. Reasons why Hamilton-Wentworth respondents preferred the IHL were that the league is 'more competitive' (53%), 'more exciting/interesting to watch' (16%) and 'more familiar with the league' (10%). The main reason why respondents preferred the OHL were they were 'more familiar with the league' (61%).

Attitudes Towards NHL - Of the Hamilton-Wentworth respondents interviewed, 16% indicated that they had pledged a season ticket for the NHL two years ago. A total of 13% of Burlington respondents indicated that they pledged a season ticket. When respondents were asked

if they felt that either of the two leagues were an acceptable replacement for the NHL, 51% of the Hamilton-Wentworth respondents agreed (strongly or somewhat) and 44% of the respondents from surrounding cities agreed. A total of 27% of Hamilton-Wentworth respondents strongly disagreed. Niagara Falls respondents were the most likely to agree whereas Kitchener respondents were the least likely to agree.

Demographic Profile - In comparison to the overall population, respondents interested in attending hockey games were more likely to be student and blue collar occupations and less likely to be retired or professional occupations. Hamilton-Wentworth respondents were most likely in the age group 35 - 44 years (29%) and 25 - 34 years (24%). Respondents in the surrounding cities were more likely 25 - 34 years (32%) and 35 - 44 years (25%).

Of the respondents interviewed, respondents 18 - 44 years were more likely to attend than the older respondents. The results indicated that respondents 16 - 24 years would be slightly more likely to attend OHL games in comparison to respondents 25 - 44 years who would be more likely to attend IHL games. Respondents 35 - 44 years were the most likely to be interested in purchasing season tickets.

Radio Station Listen To - Respondents 35 - 44 years were equally likely to listen to CHML, K LITE FM and Y95 whereas respondents 25 - 34 years were more likely to listen to Y95. Respondents 18 - 24 years were most likely to listen to 107.9.

Forecast of Total Households - The households who were not interested in attending hockey games (not eligible for the study) were included in the analysis. Of the total number of households, 27% of the households in Hamilton-Wentworth and 21% in Burlington were interested in attending hockey games. It is important to note that these percentages do not include households who watch hockey on television.

Therefore, based on the forecast, 12% of the total households in Hamilton-Wentworth and 8% of the households in the surrounding cities would be very likely to attend an IHL game; and 12% of the households in Hamilton-Wentworth and 7% of the households in the surrounding cities would be very likely to attend an OHL game. In addition, 9% in Hamilton-Wentworth and the surrounding cities would be somewhat likely to attend IHL games in comparison to 8% for the OHL. It is important to note that these results are indicative of the number of households interested and not the actual number of persons attending as an average of 3 people would attend per household.

For the respondents very likely to attend IHL games, these percentages represent a total of 16,855 households in Hamilton, 5,766 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 26,324 households in the surrounding cities. This results in an overall total of 48,945 households. When the somewhat likely respondents are included, the total number of households increase to 94,984 (28,550 - Hamilton, 11,391 - outlying areas, and 55,043 - surrounding cities).

For the respondents very likely to attend OHL games, a total of 16,855 households in Hamilton, 6,469 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 24,149 households in the surrounding cities. This results in an overall total of 47,473 households. When the somewhat likely respondents are included, the total number of households increase to 90,427 (26,830 - Hamilton, 11,109 - outlying areas, and 52,488 for surrounding cities).

For the purchase of IHL season tickets, 2% of total households would be very likely to purchase season tickets and 4% would be somewhat likely in Hamilton-Wentworth, in comparison to 1% and 3% respectively in the surrounding cities. Of the respondents very likely, these percentages represent a total of 5,496 households - 2,408 households in Hamilton, 1,125 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 1,963 households in the surrounding cities. When the somewhat likely respondents are included, the total number of households increase to 24,530 (8,599 - Hamilton, 2,953 - outlying areas, and 12,978 for surrounding cities).

For the purchase of OHL season tickets, 2% of total households would be very likely to purchase season tickets and 4% would be somewhat likely in Hamilton-Wentworth, in comparison to 1% and 3% respectively in the surrounding cities. Of the respondents very likely, these percentages represent a total of 6,110 households - 3,096 households in Hamilton, 1,125 households in the outlying areas (Ancaster, Dundas, Stoney Creek, Flamborough and Glanbrook), and a potential of 1,889 households in the surrounding cities. When the somewhat likely respondents are included, the total number of households increase to 22,803 (8,255 - Hamilton, 2,391 - outlying areas, and 12,157 for surrounding cities).

Q1A Name of Arena Attended

Q1A NAME OF ARENA ATTENDED	HAMILTON-WENTWORTH		Total	HOCKEY Interest in NHL Tickets	SAMPLE Involved with a Team	Total
	Hamilton	Other				
Copps Coliseum	166 72%	68 64%	234 69%	25 68%	160 72%	185 72%
Maple Leaf Gardens	110 48%	51 48%	161 48%	26 70%	127 57%	153 59%
Memorial Auditorium	34 15%	22 21%	56 17%	13 35%	43 19%	56 22%
The Forum	4 2%	2 2%	6 2%	2 5%	4 2%	6 2%
Joe Louis Arena	3 1%	2 2%	5 1%	0 0%	4 2%	4 2%
Other	6 3%	7 7%	13 4%	3 8%	3 1%	6 2%
Total	231 100%	106 100%	337 100%	37 100%	221 100%	258 100%

Q1A NAME OF ARENA ATTENDED	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Maple Leaf Gardens	20 91%	28 88%	16 50%	37 56%	61 68%	36 88%	198 70%
Copps Coliseum	5 23%	4 13%	6 19%	19 29%	44 49%	11 27%	89 31%
Memorial Auditorium	1 5%	1 3%	22 69%	40 61%	15 17%	4 10%	83 29%
The Forum	0 0%	4 13%	1 3%	2 3%	6 7%	1 2%	14 5%
Joe Louis Arena	6 27%	1 3%	0 0%	1 2%	3 3%	0 0%	11 4%
Other	1 5%	4 13%	2 6%	3 5%	11 12%	1 2%	22 8%
Total	22 100%	32 100%	32 100%	66 100%	90 100%	41 100%	283 100%

* The percentages do not add to 100% as a result of the multiple mentions.

Q1C Number of Times Attended in the Last Two Years

	Q1C NUMBER OF TIMES ATTENDED IN THE LAST TWO YEARS	
	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	3.8	323
Other	3.7	152
Total	3.8	475
SURROUNDING AREAS		
London	2.6	33
Kitchener	3.4	42
Niagara Falls	3.1	47
Grimsby - St. Catharines	3.3	102
Burlington	4.1	140
Oakville	3.9	53
Total	3.5	417
HOCKEY SAMPLE		
Interest in NHL Tickets	6.1	69
Involved with a Team	2.8	341
Total	3.3	410

Q2 Familiar with the International Hockey League

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q2 FAMILIAR WITH THE INTERNATIONAL HOCKEY LEAGUE						
Very familiar	52 19%	17 14%	69 17%	14 34%	64 25%	78 26%
Somewhat familiar	118 42%	47 39%	165 41%	18 44%	102 39%	120 40%
Not familiar	110 39%	56 47%	166 42%	9 22%	93 36%	102 34%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q2 FAMILIAR WITH THE INTERNATIONAL HOCKEY LEAGUE							
Very familiar	10	6	8	15	21	9	69
	20%	12%	16%	15%	21%	18%	17%
Somewhat familiar	23	22	23	42	39	24	173
	46%	44%	46%	42%	39%	48%	43%
Not familiar	17	22	19	43	40	17	158
	34%	44%	38%	43%	40%	34%	40%
Total	50	50	50	100	100	50	400
	100%	100%	100%	100%	100%	100%	100%

Q2 Familiar with the Ontario Hockey League

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest	Involved	
				in NHL	with a	
				Tickets	Team	
Q2 FAMILIAR WITH THE						
ONTARIO HOCKEY						
LEAGUE						
Very familiar	86	22	108	17	113	130
	31%	18%	27%	41%	44%	43%
Somewhat familiar	130	70	200	17	112	129
	46%	58%	50%	41%	43%	43%
Not familiar	64	28	92	7	34	41
	23%	23%	23%	17%	13%	14%
Total	280	120	400	41	259	300
	100%	100%	100%	100%	100%	100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q2 FAMILIAR WITH THE ONTARIO HOCKEY LEAGUE							
Very familiar	23 46%	18 36%	19 38%	30 30%	28 28%	15 30%	133 33%
Somewhat familiar	24 48%	25 50%	21 42%	49 49%	43 43%	25 50%	187 47%
Not familiar	3 6%	7 14%	10 20%	21 21%	29 29%	10 20%	80 20%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q3A Pursue a Hockey Franchise Other than the NHL

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q3A PURSUE A HOCKEY FRANCHISE OTHER THAN THE NHL						
Strongly agree	97 35%	48 40%	145 36%	9 22%	127 49%	136 45%
Somewhat agree	78 28%	42 35%	120 30%	13 32%	74 29%	87 29%
Somewhat disagree	43 15%	11 9%	54 14%	8 20%	12 5%	20 7%
Strongly disagree	48 17%	12 10%	60 15%	10 24%	42 16%	52 17%
Indifferent	14 5%	7 6%	21 5%	1 2%	4 2%	5 2%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q3A PURSUE A HOCKEY FRANCHISE OTHER THAN THE NHL							
Strongly agree	17 34%	10 20%	11 22%	36 36%	25 25%	14 28%	113 28%
Somewhat agree	13 26%	20 40%	19 38%	33 33%	40 40%	17 34%	142 36%
Somewhat disagree	5 10%	2 4%	8 16%	18 18%	22 22%	4 8%	59 15%
Strongly disagree	13 26%	14 28%	7 14%	8 8%	12 12%	9 18%	63 16%
Indifferent	2 4%	4 8%	5 10%	5 5%	1 1%	6 12%	23 6%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q3B Reasons For Agreement

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q3B REASONS FOR AGREEMENT						
Hamilton should have a hockey team	77 44%	36 40%	113 43%	7 32%	103 51%	110 49%
Should be using Copps facilities	28 16%	13 14%	41 15%	6 27%	48 24%	54 24%
Good promotion for Hamilton	25 14%	15 17%	40 15%	2 9%	26 13%	28 13%
Good for economy	21 12%	12 13%	33 12%	0 0%	28 14%	28 13%
OHL/IHL are more feasible	19 11%	9 10%	28 11%	7 32%	25 12%	32 14%
Other ¹	33 19%	20 22%	53 20%	3 14%	11 5%	14 6%
Total	175 100%	90 100%	265 100%	22 100%	201 100%	223 100%

1. Individual mentions included: 'need another sport in Hamilton', 'would be more affordable to fans'.

Q3B Reasons For Agreement

Q3B REASONS FOR AGREEMENT	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Hamilton should have a hockey team	15 50%	13 43%	10 33%	28 41%	45 69%	17 55%	128 50%
Good for economy	9 30%	8 27%	4 13%	10 14%	7 11%	6 19%	44 17%
Should be using Copps facilities	5 17%	6 20%	5 17%	13 19%	10 15%	1 3%	40 16%
Good promotion for Hamilton	3 10%	3 10%	7 23%	10 14%	5 8%	6 19%	34 13%
OHL/IHL are more feasible	4 13%	4 13%	5 17%	6 9%	7 11%	7 23%	33 13%
Other ¹	1 3%	2 7%	6 20%	11 16%	8 12%	3 10%	31 12%
Total	30 100%	30 100%	30 100%	69 100%	65 100%	31 100%	255 100%

1. Individual mentions included: 'need another sport in Hamilton', 'surrounding areas would support a hockey team in Hamilton'.

Q3C Reasons For Disagreement/Indifferent

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q3C REASONS FOR DISAGREEMENT						
Not enough interest to support a hockey team	49	12	61	6	31	37
	47%	40%	45%	32%	53%	48%
Prefer NHL over other leagues	28	6	34	9	23	32
	27%	20%	25%	47%	40%	42%
NHL team would be more profitable	12	5	17	3	11	14
	11%	17%	13%	16%	19%	18%
Other ¹	26	8	34	3	4	7
	25%	26%	25%	16%	7%	9%
Total	105	30	135	19	58	77
	100%	100%	100%	100%	100%	100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q3C REASONS FOR DISAGREEMENT							
Prefer NHL over other leagues	12	7	7	11	20	10	67
	60%	35%	35%	35%	57%	53%	46%
Not enough interest to support a hockey team	11	8	7	8	11	10	55
	55%	40%	35%	26%	31%	53%	38%
NHL team would be more profitable	2	2	3	9	4	2	22
	10%	10%	15%	29%	11%	11%	15%
Other ¹	1	5	5	7	4	5	27
	5%	25%	25%	23%	11%	26%	19%
Total	20	20	20	31	35	19	145
	100%	100%	100%	100%	100%	100%	100%

- Individual mentions included: 'do not know enough about OHL/IHL', 'better opportunity for players to play in NHL', 'have not been successful with other teams in the past', 'not convenient'.

Q4A Likelihood to Attend at Least One International
Hockey League Game

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME						
Very likely	138	49	187	23	176	199
	49%	41%	47%	56%	68%	66%
Somewhat likely	94	48	142	9	63	72
	34%	40%	36%	22%	24%	24%
Not likely	48	23	71	9	20	29
	17%	19%	18%	22%	8%	10%
Total	280	120	400	41	259	300
	100%	100%	100%	100%	100%	100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME							
Very likely	9	12	17	25	48	12	123
	18%	24%	34%	25%	48%	24%	31%
Somewhat likely	10	15	12	43	32	25	137
	20%	30%	24%	43%	32%	50%	34%
Not likely	31	23	21	32	20	13	140
	62%	46%	42%	32%	20%	26%	35%
Total	50	50	50	100	100	50	400
	100%	100%	100%	100%	100%	100%	100%

Q4A Likelihood to Attend at Least One Ontario
Hockey League Game

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME						
Very likely	136 49%	55 46%	191 48%	12 29%	173 67%	185 62%
Somewhat likely	82 29%	39 33%	121 30%	17 41%	70 27%	87 29%
Not likely	62 22%	26 22%	88 22%	12 29%	16 6%	28 9%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME							
Very likely	9 18%	8 16%	11 22%	25 25%	46 46%	13 26%	112 28%
Somewhat likely	11 22%	10 20%	13 26%	39 39%	28 28%	17 34%	118 30%
Not likely	30 60%	32 64%	26 52%	36 36%	26 26%	20 40%	170 43%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q4A Likelihood to Attend at Least One Game - IHL By OHL

	Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME			Total
	Very likely	Somewhat likely	Not likely	
Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME				
Very likely	420 38%	51 5%	38 3%	509 46%
Somewhat likely	50 5%	230 21%	71 6%	351 32%
Not likely	18 2%	45 4%	177 16%	240 22%
Total	488 44%	326 30%	286 26%	1100 100%

Q5A Reasons Why Not Likely to Attend

	HAMILTON-WENTWORTH		Total	HOCKEY Interest in NHL Tickets	SAMPLE Involved with a Team	Total
	Hamilton	Other				
Q5A REASONS WHY NOT LIKELY TO ATTEND Leagues not as good/exciting as the NHL	25 69%	8 67%	33 69%	6 75%	8 89%	14 82%
Too far to travel/team closer by	1 3%	1 8%	2 4%	2 25%	0 0%	2 12%
Other ¹	13 36%	3 25%	16 33%	0 0%	1 11%	1 6%
Total	36 100%	12 100%	48 100%	8 100%	9 100%	17 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q5A REASONS WHY NOT LIKELY TO ATTEND Leagues not as good/exciting as the NHL	10 37%	6 29%	9 56%	8 36%	12 86%	7 58%	52 46%
Too far to travel/team closer by	14 52%	8 38%	5 31%	5 23%	0 0%	3 25%	35 31%
Other ¹	8 30%	9 43%	3 19%	11 50%	2 14%	2 17%	35 31%
Total	27 100%	21 100%	16 100%	22 100%	14 100%	12 100%	112 100%

* The percentages do not add to 100% as a result of the multiple mentions.

1. Individual mentions included: 'league not big enough', 'do not know enough about OHL/IHL', 'only travel to Hamilton if there was an NHL team'.

Q5Bi Number of International Hockey League Games Would Attend

Q5Bi NUMBER OF
INTERNATIONAL HOCKEY
LEAGUE GAMES WOULD
ATTEND

	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	21.7	232
Other	10.0	96
TOTAL	18.3	328
HOCKEY SAMPLE		
Interest in NHL		
Tickets	47.6	32
Involved with		
a Team	12.8	240
TOTAL	16.9	272
SURROUNDING		
AREAS		
London	5.3	19
Kitchener	5.8	27
Niagara Falls	8.1	29
Grimsby - St.		
Catherines	12.6	68
Burlington	10.7	80
Oakville	5.3	37
TOTAL	9.2	260

Q5Bii Number of Ontario Hockey League Games Would Attend

Q5Bii NUMBER OF ONTARIO
HOCKEY LEAGUE GAMES
WOULD ATTEND

	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	25.6	216
Other	11.0	94
TOTAL	21.2	310
HOCKEY SAMPLE		
Interest in NHL		
Tickets	24.8	29
Involved with		
a Team	14.3	243
TOTAL	15.4	272
SURROUNDING		
AREAS		
London	7.1	20
Kitchener	6.2	18
Niagara Falls	9.0	24
Grimsby - St.		
Catherines	8.7	63
Burlington	7.9	73
Oakville	6.6	30
TOTAL	7.9	228

Q5Ci IHL - Number of People Who Would Go

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q5Ci IHL - NUMBER OF PEOPLE WHO WOULD GO						
1.0	59 21%	22 18%	81 20%	12 29%	31 12%	43 14%
2.0	39 14%	18 15%	57 14%	7 17%	73 28%	80 27%
3.0	57 20%	23 19%	80 20%	6 15%	76 29%	82 27%
4.0	33 12%	16 13%	49 12%	5 12%	42 16%	47 16%
5.0	16 6%	4 3%	20 5%	1 2%	10 4%	11 4%
6.0	9 3%	2 2%	11 3%	0 0%	5 2%	5 2%
7.0	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%
8.0	2 1%	1 1%	3 1%	0 0%	0 0%	0 0%
10.0	1 0%	1 1%	2 1%	0 0%	2 1%	2 1%
15.0	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%
20.0	3 1%	0 0%	3 1%	0 0%	0 0%	0 0%
Would not attend games	60 21%	33 28%	93 23%	10 24%	19 7%	29 10%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

Q5Ci IHL - Number of People Who Would Go

Q5Ci IHL - NUMBER OF PEOPLE WHO WOULD GO	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
1.0	5 10%	7 14%	8 16%	16 16%	27 27%	11 22%	74 19%
2.0	9 18%	11 22%	9 18%	9 9%	15 15%	6 12%	59 15%
3.0	8 16%	7 14%	9 18%	17 17%	19 19%	12 24%	72 18%
4.0	5 10%	6 12%	5 10%	19 19%	5 5%	5 10%	45 11%
5.0	2 4%	2 4%	0 0%	1 1%	2 2%	6 12%	13 3%
6.0	1 2%	0 0%	3 6%	0 0%	1 1%	0 0%	5 1%
7.0	0 0%	0 0%	0 0%	2 2%	0 0%	1 2%	3 1%
8.0	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 0%
10.0	0 0%	2 4%	1 2%	1 1%	1 1%	0 0%	5 1%
15.0	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Would not attend games	19 38%	15 30%	14 28%	35 35%	30 30%	9 18%	122 31%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q5Ci OHL - Number of People Who Would Go

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q5Cii OHL - NUMBER OF PEOPLE WHO WOULD GO						
1.0	57 20%	19 16%	76 19%	9 22%	30 12%	39 13%
2.0	38 14%	13 11%	51 13%	8 20%	74 29%	82 27%
3.0	53 19%	21 18%	74 19%	5 12%	79 31%	84 28%
4.0	38 14%	16 13%	54 14%	5 12%	42 16%	47 16%
5.0	10 4%	4 3%	14 4%	1 2%	10 4%	11 4%
6.0	9 3%	2 2%	11 3%	0 0%	5 2%	5 2%
7.0	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%
8.0	3 1%	1 1%	4 1%	0 0%	0 0%	0 0%
10.0	2 1%	1 1%	3 1%	0 0%	2 1%	2 1%
15.0	0 0%	0 0%	0 0%	0 0%	1 0%	1 0%
Would not attend games	69 25%	43 36%	112 28%	13 32%	16 6%	29 10%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

Q5Ci OHL - Number of People Who Would Go

Q5Cii OHL - NUMBER OF PEOPLE WHO WOULD GO	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
1.0	2 4%	7 14%	9 18%	16 16%	19 19%	7 14%	60 15%
2.0	3 6%	10 20%	7 14%	7 7%	14 14%	6 12%	47 12%
3.0	8 16%	7 14%	7 14%	20 20%	19 19%	13 26%	74 19%
4.0	5 10%	5 10%	4 8%	17 17%	4 4%	4 8%	39 10%
5.0	2 4%	3 6%	0 0%	2 2%	2 2%	6 12%	15 4%
6.0	1 2%	0 0%	3 6%	0 0%	2 2%	0 0%	6 2%
7.0	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%
8.0	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 0%
10.0	0 0%	2 4%	0 0%	1 1%	1 1%	0 0%	4 1%
15.0	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%
Would not attend games	28 56%	16 32%	19 38%	36 36%	39 39%	14 28%	152 38%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q5Ci IHL - Average Number of People Who Would Go

Q5Ci IHL - NUMBER OF PEOPLE WHO WOULD GO		
	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	3.0	220
Other	2.8	87
TOTAL	3.0	307
HOCKEY SAMPLE		
Interest in NHL		
Tickets	2.2	31
Involved with		
a Team	2.9	240
TOTAL	2.8	271
SURROUNDING AREAS		
London	3.2	31
Kitchener	3.0	35
Niagara Falls	3.0	36
Grimsby - St.		
Catherines	2.9	65
Burlington	2.3	70
Oakville	2.8	41
TOTAL	2.8	278

Q5Cii OHL - Average Number of People Who Would Go

Q5Cii OHL - NUMBER OF PEOPLE WHO WOULD GO		
	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	2.8	211
Other	2.9	77
TOTAL	2.9	288
HOCKEY SAMPLE		
Interest in NHL		
Tickets	2.3	28
Involved with		
a Team	2.9	243
TOTAL	2.8	271
SURROUNDING AREAS		
London	3.8	22
Kitchener	3.0	34
Niagara Falls	2.8	31
Grimsby - St.		
Catherines	2.9	64
Burlington	2.5	61
Oakville	2.9	36
TOTAL	2.9	248

Q5D IHL - Number Going To Games

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q5D IHL - NUMBER GOING TO GAME						
Self	239	95	334	32	240	272
Spouse/partner	89	39	128	13	105	118
Children	76	18	94	11	174	185
Friends	130	47	177	11	59	70
Relatives	22	20	42	10	37	47
Grandchildren	1	1	2	1	1	2
Other	1	1	2	0	3	3
Total	558	221	779	78	619	697

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	

Q5D IHL - NUMBER GOING TO GAME							
Self	31	36	36	66	70	41	280
Spouse/partner	11	7	9	21	26	13	87
Children	4	8	8	12	26	11	69
Friends	25	24	19	44	35	26	173
Relatives	5	7	9	10	10	14	55
Total	76	82	81	153	167	105	664

Q5D OHL - Number Going To Games

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q5D OHL - NUMBER GOING TO GAME						
Self	216	78	294	29	243	272
Spouse/partner	85	31	116	11	108	119
Children	76	15	91	11	175	186
Friends	120	43	163	11	61	72
Relatives	23	21	44	9	37	46
Grandchildren	2	1	3	0	2	2
Other	1	0	1	0	3	3
Total	523	189	712	71	629	700

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	

Q5D OHL - NUMBER GOING TO GAME							
Self	22	35	31	65	61	36	250
Spouse/partner	8	7	9	21	20	10	75
Children	3	9	7	13	24	10	66
Friends	19	23	14	43	32	26	157
Relatives	5	6	7	11	12	10	51
Granchildren	0	0	1	2	1	0	4
Total	57	80	69	155	150	92	603

Q5D Ages of Children/Grandchildren Attending

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q5D AGES OF CHILDREN ATTENDING						
2 - 6 years	14 13%	9 16%	23 14%	4 27%	42 15%	46 15%
7 - 8 years	19 18%	9 16%	28 18%	3 20%	68 24%	71 23%
9 - 10 years	28 26%	13 23%	41 25%	3 20%	70 24%	73 25%
11 -12 years	15 14%	8 15%	23 14%	3 20%	52 18%	55 19%
Over 12 years	31 29%	17 30%	48 29%	2 13%	56 19%	56 18%
Total Mentions	107 100%	56 100%	163 100%	15 100%	288 100%	303 100%

	SURROUNDING AREAS					Total	
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q5D AGES OF CHILDREN ATTENDING							
2 - 6 years	2	3	3	1	4	2	15
7 - 8 years	1	2	1	5	3	0	12
9 - 10 years	0	1	4	4	7	1	17
11 -12 years	1	0	3	2	9	1	16
Over 12 years	0	1	4	5	5	5	20
Total	4	7	15	17	28	9	80

* Due the the smaller sample sizes, numbers only were provided.

Q6A IHL - Likelihood to Purchase Season Tickets

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q6A IHL - LIKELIHOOD TO PURCHASE SEASON TICKETS						
Very likely	19 7%	9 8%	28 7%	9 22%	22 8%	31 10%
Somewhat likely	49 18%	15 13%	64 16%	7 17%	53 20%	60 20%
Not likely	176 63%	84 70%	260 65%	17 41%	175 68%	192 64%
Would not attend games	36 13%	12 10%	48 12%	8 20%	9 3%	17 6%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q6A IHL - LIKELIHOOD TO PURCHASE SEASON TICKETS							
Very likely	1 2%	0 0%	1 2%	2 2%	4 4%	0 0%	8 2%
Somewhat likely	2 4%	7 14%	4 8%	15 15%	8 8%	10 20%	46 12%
Not likely	20 40%	22 44%	29 58%	61 61%	74 74%	28 56%	234 59%
Would not attend games	27 54%	21 42%	16 32%	22 22%	14 14%	12 24%	112 28%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q6A OHL - Likelihood to Purchase Season Tickets

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS						
Very likely	25 9%	9 8%	34 9%	6 15%	21 8%	27 9%
Somewhat likely	42 15%	11 9%	53 13%	3 7%	58 22%	61 20%
Not likely	177 63%	88 73%	265 66%	24 59%	171 66%	195 65%
Would not attend games	36 13%	12 10%	48 12%	8 20%	9 3%	17 6%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS							
Very likely	1 2%	0 0%	1 2%	1 1%	5 5%	0 0%	8 2%
Somewhat likely	2 4%	7 14%	2 4%	15 15%	7 7%	9 18%	42 11%
Not likely	20 40%	22 44%	31 62%	62 62%	74 74%	29 58%	238 60%
Would not attend games	27 54%	21 42%	16 32%	22 22%	14 14%	12 24%	112 28%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q6A Likelihood to Purchase Season Tickets - IHL By OHL

Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS					Total
	Very likely	Somewhat likely	Not likely	Not attend games	
Q6A IHL - LIKELIHOOD TO PURCHASE SEASON TICKETS					
Very likely	48 4%	6 1%	13 1%	0 0%	67 6%
Somewhat likely	13 1%	129 12%	28 3%	0 0%	170 15%
Not likely	8 1%	21 2%	657 60%	0 0%	686 62%
Would not attend games	0 0%	0 0%	0 0%	177 16%	177 16%
Total	69 6%	156 14%	698 63%	177 16%	1100 100%

Q6B Reasons Why Not Purchase Season Tickets

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q6B REASONS WHY NOT PURCHASE SEASON TICKETS						
Too busy/not enough time	87 52%	43 53%	130 52%	7 44%	99 60%	106 58%
Cannot afford season tickets	48 29%	21 26%	69 28%	3 19%	56 34%	59 32%
Prefer NHL	5 3%	4 5%	9 4%	7 44%	16 10%	23 13%
Other ¹	38 23%	15 19%	53 21%	1 6%	6 4%	7 4%
Total	167 100%	81 100%	248 100%	16 100%	166 100%	182 100%

	SURROUNDING AREAS					Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville
Q6B REASONS WHY NOT PURCHASE SEASON TICKETS						
Too busy/not enough time	10 50%	9 43%	16 57%	29 49%	39 55%	14 50%
Cannot afford season tickets	5 25%	7 33%	9 32%	15 25%	16 23%	11 39%
Too far to travel	4 20%	6 29%	3 11%	2 3%	0 0%	0 0%
Prefer NHL	0 0%	1 5%	1 4%	4 7%	3 4%	2 7%
Other ¹	3 15%	0 0%	1 4%	12 20%	16 23%	3 11%
Total	20 100%	21 100%	28 100%	59 100%	71 100%	28 100%

- Individual mentions included: 'always buy single tickets for games', 'already purchase season tickets for another sport', 'get free/corporate tickets', 'would not want to go to that many games'.

Q6C IHL - Number of Season Tickets Would Personally Purchase

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q6C IHL - NUMBER OF SEASON TICKETS WOULD PERSONALLY PURCHASE						
1.0	22 8%	6 5%	28 7%	2 5%	14 5%	16 5%
2.0	37 13%	14 12%	51 13%	10 24%	48 19%	58 19%
3.0	4 1%	0 0%	4 1%	0 0%	7 3%	7 2%
4.0	3 1%	3 3%	6 2%	5 12%	3 1%	8 3%
5.0	2 1%	0 0%	2 1%	0 0%	2 1%	2 1%
10.0	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%
No season tickets	212 76%	96 80%	308 77%	24 59%	185 71%	209 70%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q6C IHL - NUMBER OF SEASON TICKETS WOULD PERSONALLY PURCHASE							
1.0	4 8%	0 0%	1 2%	12 12%	4 4%	4 8%	25 6%
2.0	0 0%	3 6%	4 8%	3 3%	7 7%	4 8%	21 5%
3.0	0 0%	2 4%	0 0%	2 2%	1 1%	1 2%	6 2%
4.0	0 0%	1 2%	0 0%	0 0%	0 0%	1 2%	2 1%
7.0	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 0%
No season tickets	46 92%	43 86%	45 90%	83 83%	88 88%	40 80%	345 86%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q6C OHL - Number of Season Tickets Would Personally Purchase

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q6C OHL - NUMBER OF SEASON TICKETS WOULD PERSONALLY PURCHASE						
1.0	25 9%	6 5%	31 8%	0 0%	10 4%	10 3%
2.0	32 11%	10 8%	42 11%	6 15%	52 20%	58 19%
3.0	4 1%	1 1%	5 1%	1 2%	9 3%	10 3%
4.0	3 1%	2 2%	5 1%	2 5%	4 2%	6 2%
5.0	2 1%	0 0%	2 1%	0 0%	2 1%	2 1%
10.0	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%
No season tickets	214 76%	100 83%	314 79%	32 78%	182 70%	214 71%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS					Total	
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl. Oakville		
Q6C OHL - NUMBER OF SEASON TICKETS WOULD PERSONALLY PURCHASE							
1.0	3	0	0	11	5	3	22
	6%	0%	0%	11%	5%	6%	6%
2.0	0	3	3	3	6	4	19
	0%	6%	6%	3%	6%	8%	5%
3.0	0	2	0	2	1	1	6
	0%	4%	0%	2%	1%	2%	2%
4.0	0	1	0	0	0	1	2
	0%	2%	0%	0%	0%	2%	1%
7.0	0	1	0	0	0	0	1
	0%	2%	0%	0%	0%	0%	0%
No season tickets	47	43	47	84	88	41	350
	94%	86%	94%	84%	88%	82%	88%
Total	50	50	50	100	100	50	400
	100%	100%	100%	100%	100%	100%	100%

Q6C IHL - Average Number of Season Tickets Would Personally Purchase

Q6C IHL - NUMBER OF SEASON TICKETS WOULD PERSONALLY PURCHASE		
	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	1.9	68
Other	2.3	24
TOTAL	2.0	92
HOCKEY SAMPLE		
Interest in NHL		
Tickets	2.5	17
Involved with		
a Team	2.1	74
TOTAL	2.1	91
SURROUNDING AREAS		
London	1.0	4
Kitchener	3.3	7
Niagara Falls	1.8	5
Grimsby - St.		
Catherines	1.4	17
Burlington	1.8	12
Oakville	1.9	10
TOTAL	1.8	55

Q6C OHL - NUMBER OF SEASON TICKETS WOULD PERSONALLY PURCHASE		
	Mean	Count
HAMILTON-WENTWORTH		
Hamilton	1.9	66
Other	2.4	20
TOTAL	2.0	86
HOCKEY SAMPLE		
Interest in NHL		
Tickets	2.6	9
Involved with		
a Team	2.2	77
TOTAL	2.2	86
SURROUNDING AREAS		
London	1.0	3
Kitchener	3.3	7
Niagara Falls	2.0	3
Grimsby - St.		
Catherines	1.4	16
Burlington	1.7	12
Oakville	2.0	9
TOTAL	1.9	50

Q6D IHL - Number of Season Tickets Others Would Purchase

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest	Involved	
				in NHL	with a	
				Tickets	Team	
Q6D IHL - NUMBER OF SEASON TICKETS						
OTHERS WOULD PURCHASE						
Self only	21	6	27	2	14	16
Self + for others	47	18	65	15	60	75
Spouse/partner	3	0	3	0	4	4
Children	3	0	3	0	7	7
Friends	33	14	47	6	35	41
Relatives	10	4	14	3	7	10
Total	117	42	159	26	127	153

Q6D OHL - Number of Season Tickets Others Would Purchase

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest	Involved	
				in NHL	with a	
				Tickets	Team	
Q6D OHL - NUMBER OF SEASON TICKETS						
OTHERS WOULD PURCHASE						
Self	24	6	30	0	10	10
Self + for others	42	14	56	9	67	76
Spouse/partner	2	0	2	0	6	6
Friends	34	10	44	4	36	40
Relatives	8	4	12	0	7	7
Total	110	34	144	13	126	139

Q6D IHL - Number of Season Tickets Others Would Purchase

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara	Grimsby -	Burl.	Oakville	
			Falls	St. Cath.			
Q6D IHL - NUMBER OF SEASON TICKETS							
OTHERS WOULD PURCHASE							
Self only	4	0	1	12	4	4	25
Self + for others	0	7	4	5	8	6	30
Spouse/partner	0	1	0	1	2	0	4
Friends	2	5	3	7	4	3	24
Relatives	1	1	1	6	2	2	13
Total	7	14	9	31	20	15	96

Q6D OHL - Number of Season Tickets Others Would Purchase

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara	Grimsby -	Burl.	Oakville	
			Falls	St. Cath.			
Q6D OHL - NUMBER OF SEASON TICKETS							
OTHERS WOULD PURCHASE							
Self	3	0	0	11	5	3	22
Self + for others	0	7	3	5	7	6	28
Spouse	0	0	0	1	1	0	2
Children	0	0	1	0	0	1	2
Friends	2	5	2	5	5	3	22
Relatives	1	1	1	5	1	1	10
Total	6	13	7	27	19	14	86

Q7A Interest In Evening To Attend A Game

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q7A INTEREST IN EVENING TO ATTEND A GAME						
Monday	105 43%	42 39%	147 42%	12 36%	86 34%	98 35%
Tuesday	96 39%	34 31%	130 37%	16 48%	95 38%	111 39%
Wednesday	110 45%	46 43%	156 44%	19 58%	100 40%	119 42%
Thursday	120 49%	55 51%	175 50%	17 52%	118 47%	135 48%
Friday	174 71%	68 63%	242 69%	19 58%	172 69%	191 67%
Saturday	177 73%	69 64%	246 70%	17 52%	173 69%	190 67%
Sunday	133 55%	45 42%	178 51%	18 55%	132 53%	150 53%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q7A INTEREST IN EVENING TO ATTEND A GAME							
Monday	4 17%	2 7%	10 29%	15 19%	30 35%	11 29%	72 25%
Tuesday	3 13%	4 14%	11 32%	18 23%	29 34%	8 21%	73 25%
Wednesday	6 26%	6 21%	9 26%	24 31%	32 37%	14 37%	91 32%
Thursday	9 39%	6 21%	16 47%	31 40%	44 51%	10 26%	116 40%
Friday	19 83%	22 76%	23 68%	49 63%	67 78%	26 68%	206 72%
Saturday	18 78%	21 72%	24 71%	53 68%	65 76%	26 68%	207 72%
Sunday	12 52%	16 55%	17 50%	36 46%	37 43%	17 45%	135 47%

Q7B Evening Would Most Prefer

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q7B EVENING WOULD MOST PREFER						
Saturday	65 27%	30 28%	95 27%	4 12%	79 32%	83 29%
Friday	57 23%	31 29%	88 25%	5 15%	74 30%	79 28%
Thursday	36 15%	18 17%	54 15%	9 27%	23 9%	32 11%
Wednesday	13 5%	7 6%	20 6%	6 18%	23 9%	29 10%
Sunday	21 9%	6 6%	27 8%	3 9%	17 7%	20 7%
Monday	25 10%	6 6%	31 9%	1 3%	10 4%	11 4%
Tuesday	11 5%	4 4%	15 4%	3 9%	15 6%	18 6%
No particular day	16 7%	6 6%	22 6%	2 6%	9 4%	11 4%
Total	244 100%	108 100%	352 100%	33 100%	250 100%	283 100%

Q7B Evening Would Most Prefer

Q7B EVENING WOULD MOST PREFER	London	Kitchener	SURROUNDING AREAS		Burl.	Oakville	Total
			Niagara Falls	Grimsby - St. Cath.			
Saturday	9 39%	7 24%	12 35%	28 36%	31 36%	9 24%	96 33%
Friday	6 26%	16 55%	12 35%	19 24%	27 31%	15 39%	95 33%
Thursday	3 13%	0 0%	3 9%	14 18%	10 12%	4 11%	34 12%
Wednesday	2 9%	2 7%	1 3%	7 9%	6 7%	4 11%	22 8%
Sunday	3 13%	3 10%	2 6%	3 4%	4 5%	5 13%	20 7%
Tuesday	0 0%	1 3%	1 3%	1 1%	5 6%	1 3%	9 3%
Monday	0 0%	0 0%	2 6%	1 1%	2 2%	0 0%	5 2%
No particular day	0 0%	0 0%	1 3%	5 6%	1 1%	0 0%	7 2%
Total	23 100%	29 100%	34 100%	78 100%	86 100%	38 100%	288 100%

Q8A League Most Prefer for the Hamilton Hockey Team

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest	Involved	
				in NHL	with a	
				Tickets	Team	
Q8A LEAGUE MOST PREFER FOR THE HAMILTON HOCKEY TEAM						
International Hockey League	153 55%	61 51%	214 54%	24 59%	134 52%	158 53%
Ontario Hockey League	81 29%	48 40%	129 32%	8 20%	107 41%	115 38%
Do not want either league	6 2%	4 3%	10 3%	3 7%	2 1%	5 2%
No preference	40 14%	7 6%	47 12%	6 15%	16 6%	22 7%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q8A LEAGUE MOST PREFER FOR THE HAMILTON HOCKEY TEAM							
International Hockey League	25 50%	23 46%	25 50%	52 52%	61 61%	22 44%	208 52%
Ontario Hockey League	23 46%	24 48%	20 40%	40 40%	34 34%	24 48%	165 41%
Do not want either league	1 2%	1 2%	2 4%	3 3%	3 3%	1 2%	11 3%
No preference	1 2%	2 4%	3 6%	5 5%	2 2%	3 6%	16 4%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q8B Reason For International Hockey League Choice

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q8B REASONS FOR LEAGUE CHOICE						
More competitive	73 48%	40 66%	113 53%	12 50%	62 46%	74 47%
More exciting/ interesting to watch	28 18%	6 10%	34 16%	9 38%	49 37%	58 37%
More familiar with league	13 8%	9 15%	22 10%	0 0%	25 19%	25 16%
Better recognized league	25 16%	9 15%	34 16%	4 17%	8 6%	12 8%
More variety	19 12%	9 15%	28 13%	3 13%	14 10%	17 11%
Other ¹	20 13%	5 8%	25 11%	1 4%	3 2%	4 3%
Total	153 100%	61 100%	214 100%	24 100%	134 100%	158 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q8B REASONS FOR LEAGUE CHOICE							
More competitive	3 12%	11 48%	10 40%	24 46%	27 44%	6 27%	81 39%
More exciting/ interesting to watch	5 20%	4 17%	11 44%	13 25%	19 31%	8 36%	60 29%
More familiar with league	13 52%	4 17%	3 12%	7 13%	12 20%	6 27%	45 22%
More variety	5 20%	4 17%	2 8%	11 21%	6 10%	1 5%	29 14%
Better recognized league	0 0%	0 0%	1 4%	0 0%	7 11%	1 5%	9 4%
Other ¹	4 16%	5 22%	3 12%	5 10%	5 8%	1 5%	23 11%
Total	25 100%	23 100%	25 100%	52 100%	61 100%	22 100%	208 100%

1. Individual mentions included: 'semi-pro league more competitive', 'good compromise for NHL team', 'may lead to NHL team'.

Q8B Reason For Ontario Hockey League Choice

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest	Involved	
				in NHL	with a	
				Tickets	Team	
Q8B REASONS FOR LEAGUE CHOICE						
More familiar with league	44 54%	35 73%	79 61%	5 63%	83 78%	88 77%
More competitive	7 9%	6 13%	13 10%	0 0%	7 7%	7 6%
More exciting/ interesting to watch	5 6%	6 13%	11 9%	1 13%	7 7%	8 7%
More local players	6 7%	1 2%	7 5%	1 13%	5 5%	6 5%
Better recognized league	2 2%	0 0%	2 2%	0 0%	7 7%	7 6%
More variety	0 0%	0 0%	0 0%	0 0%	2 2%	2 2%
Other ¹	29 36%	5 10%	34 26%	1 13%	7 7%	8 7%
Total	81 100%	48 100%	129 100%	8 100%	107 100%	115 100%

1. Individual mentions included: 'financial benefit to Hamilton'.

Q8B Reason For Ontario Hockey League Choice

Q8B REASONS FOR LEAGUE CHOICE	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
More familiar with league	19 83%	19 79%	18 90%	23 58%	20 59%	20 83%	119 72%
More exciting/ interesting to watch	4 17%	3 13%	2 10%	8 20%	6 18%	1 4%	24 15%
More competitive	1 4%	4 17%	1 5%	1 3%	1 3%	0 0%	8 5%
More local players	0 0%	1 4%	0 0%	4 10%	1 3%	1 4%	7 4%
Better recognized league	0 0%	0 0%	0 0%	3 8%	2 6%	0 0%	5 3%
More variety	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
Other ¹	1 4%	3 13%	1 5%	5 13%	9 26%	2 8%	21 13%
Total	23 100%	24 100%	20 100%	40 100%	34 100%	24 100%	165 100%

1. Individual mentions included: 'would bring province together, 'greater probability of getting a team'.

Q9 Pledged a Season Ticket for the NHL Team

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q9 PLEDGED A SEASON TICKET FOR THE NHL TEAM						
Yes	39 14%	25 21%	64 16%	36 88%	61 24%	97 32%
No	241 86%	95 79%	336 84%	5 12%	198 76%	203 68%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q9 PLEDGED A SEASON TICKET FOR THE NHL TEAM							
Yes	2 4%	0 0%	4 8%	5 5%	13 13%	2 4%	26 7%
No	48 96%	50 100%	46 92%	95 95%	87 87%	48 96%	374 94%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q10A Acceptable Replacement for the NHL Team

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q10A ACCEPTABLE REPLACEMENT FOR THE NHL TEAM						
Strongly agree	45 16%	17 14%	62 16%	5 12%	53 20%	58 19%
Somewhat agree	97 35%	44 37%	141 35%	12 29%	93 36%	105 35%
Somewhat disagree	56 20%	21 18%	77 19%	6 15%	43 17%	49 16%
Strongly disagree	76 27%	32 27%	108 27%	18 44%	64 25%	82 27%
Indifferent	6 2%	6 5%	12 3%	0 0%	6 2%	6 2%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q10A ACCEPTABLE REPLACEMENT FOR THE NHL TEAM							
Strongly agree	8 16%	3 6%	9 18%	12 12%	10 10%	9 18%	51 13%
Somewhat agree	12 24%	15 30%	19 38%	33 33%	33 33%	12 24%	124 31%
Somewhat disagree	5 10%	4 8%	8 16%	29 29%	25 25%	10 20%	81 20%
Strongly disagree	24 48%	26 52%	12 24%	23 23%	29 29%	15 30%	129 32%
Indifferent	1 2%	2 4%	2 4%	3 3%	3 3%	4 8%	15 4%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q10B Reasons For Agreement

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q10B REASON FOR AGREEMENT						
OHL/IHL are both good leagues	26 18%	11 18%	37 18%	2 12%	50 34%	52 32%
More feasible than NHL	29 20%	6 10%	35 17%	7 41%	31 21%	38 23%
Should use Copps facilities	24 17%	10 16%	34 17%	3 18%	34 23%	37 23%
Hamilton will never get an NHL team	21 15%	12 20%	33 16%	2 12%	28 19%	30 18%
Hamilton should have a hockey team/would support	25 18%	16 26%	41 20%	2 12%	12 8%	14 9%
Other ¹	27 19%	12 19%	39 19%	3 18%	13 9%	16 10%
Total	142 100%	61 100%	203 100%	17 100%	146 100%	163 100%

1. Individual mentions included: 'good for economy', 'convenient/close by'.

Q10B Reasons For Agreement

Q10B REASON FOR AGREEMENT	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
OHL/IHL are both good leagues	9 45%	3 17%	13 46%	12 27%	11 26%	8 38%	56 32%
More feasible than NHL	3 15%	4 22%	8 29%	9 20%	12 28%	3 14%	39 22%
Hamilton will never get an NHL team	6 30%	3 17%	3 11%	5 11%	8 19%	6 29%	31 18%
Should use Copps facilities	6 30%	1 6%	6 21%	8 18%	5 12%	5 24%	31 18%
Hamilton should have a hockey team/wouldsupport	1 5%	3 17%	0 0%	6 13%	2 5%	1 5%	13 7%
Other ¹	0 0%	5 28%	2 7%	9 20%	13 30%	1 5%	30 17%
Total	20 100%	18 100%	28 100%	45 100%	43 100%	21 100%	175 100%

1. Individual mentions included: 'would not be as expensive as NHL'.

Q10C Reasons For Disagreement/Indifferent

	HAMILTON-WENTWORTH		Total	HOCKEY Interest in NHL Tickets	SAMPLE Involved with a Team	Total
	Hamilton	Other				
Q10C REASON FOR DISAGREEMENT/INDIFFERENT						
OHL/IHL not as good as NHL	84 61%	36 61%	120 61%	14 58%	58 51%	72 53%
Greater support for NHL	34 25%	17 29%	51 26%	9 38%	48 42%	57 42%
NHL is more profitable	19 14%	5 8%	24 12%	3 13%	10 9%	13 9%
Other ¹	13 9%	7 12%	23 11%	3 12%	5 4%	8 5%
Total	138 100%	59 100%	197 100%	24 100%	113 100%	137 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q10C REASON FOR DISAGREEMENT/INDIFFERENT							
OHL/IHL not as good as NHL	17 57%	14 44%	12 55%	22 40%	28 49%	13 45%	106 47%
Greater support for NHL	18 60%	16 50%	6 27%	22 40%	29 51%	14 48%	105 47%
NHL is more profitable	4 13%	6 19%	2 9%	13 24%	3 5%	5 17%	33 15%
Other ¹	2 7%	2 6%	2 9%	3 6%	5 9%	5 17%	19 8%
Total	30 100%	32 100%	22 100%	55 100%	57 100%	29 100%	225 100%

1. Individual mentions included: 'leagues will fail/failed in past', 'Hamilton can not afford a team', 'do not matter what happens in Hamilton'.

Q11A Household Member Plays on an Amateur Hockey Team

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q11A HOUSEHOLD						
MEMBER PLAYS ON						
AN AMATEUR HOCKEY						
TEAM						
Yes	53	30	83	12	232	244
	19%	25%	21%	29%	90%	81%
No	227	90	317	29	27	56
	81%	75%	79%	71%	10%	19%
Total	280	120	400	41	259	300
	100%	100%	100%	100%	100%	100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q11A HOUSEHOLD MEMBER PLAYS ON AN AMATEUR HOCKEY TEAM							
Yes	11 22%	12 24%	13 26%	16 16%	33 33%	11 22%	96 24%
No	39 78%	38 76%	37 74%	84 84%	67 67%	39 78%	304 76%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q11B Who Plays on an Amateur Hockey Team

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q11B WHO PLAYS ON AN AMATEUR HOCKEY TEAM						
Children	31 58%	19 63%	50 60%	11 92%	213 92%	224 92%
Self	16 30%	10 33%	26 31%	2 17%	27 12%	29 12%
Spouse	7 13%	2 7%	9 11%	0 0%	11 5%	11 5%
Relative	2 4%	0 0%	2 2%	0 0%	6 3%	6 2%
Total	53 100%	30 100%	83 100%	12 100%	232 100%	244 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q11B WHO PLAYS ON AN AMATEUR HOCKEY TEAM							
Children	2 18%	6 50%	7 54%	8 50%	18 55%	4 36%	45 47%
Self	6 55%	7 58%	3 23%	6 38%	10 30%	6 55%	38 40%
Spouse	1 9%	0 0%	3 23%	1 6%	6 18%	1 9%	12 13%
Relative	1 9%	0 0%	0 0%	2 13%	1 3%	0 0%	4 4%
Roommate	1 9%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
Total	11 100%	12 100%	13 100%	16 100%	33 100%	11 100%	96 100%

Q11C Name of Amateur Hockey League

Q11C NAME OF AMATEUR HOCKEY TEAM	HAMILTON-WENTWORTH		Total	HOCKEY Interest in NHL Tickets	SAMPLE Involved with a Team	Total
	Hamilton	Other				
Minor Hockey Association League/House League	33 63%	20 67%	53 65%	8 67%	202 89%	210 88%
Mens League	11 21%	7 23%	18 22%	1 8%	17 7%	18 8%
Hub League	5 10%	0 0%	5 6%	1 8%	24 11%	25 10%
Rep Team	1 2%	0 0%	1 1%	1 8%	8 4%	9 4%
Provincial League	2 4%	3 10%	5 6%	1 8%	3 1%	4 2%
High School/University Hockey	3 6%	1 3%	4 5%	0 0%	1 0%	1 0%
Womens/Girls Hockey League	0 0%	1 3%	1 1%	1 8%	1 0%	2 1%
Other Leagues	3 6%	0 0%	3 4%	0 0%	2 1%	2 1%
Total	52 100%	30 100%	82 100%	12 100%	228 100%	240 100%

Q11C Name of Amateur Hockey League

Q11C NAME OF AMATEUR HOCKEY TEAM	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Minor Hockey Association League/House League	3 30%	4 33%	5 42%	2 13%	17 52%	7 64%	38 40%
Mens League	4 40%	6 50%	5 42%	7 44%	11 33%	1 9%	34 36%
High School/University Hockey	1 10%	1 8%	1 8%	6 38%	2 6%	0 0%	11 12%
Rep Team	0 0%	1 8%	1 8%	1 6%	3 9%	0 0%	6 6%
Provincial League	1 10%	0 0%	0 0%	0 0%	1 3%	2 18%	4 4%
Womens/Girls Hockey League	0 0%	0 0%	1 8%	1 6%	0 0%	0 0%	2 2%
Hub League	1 10%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
Other Leagues	1 10%	1 8%	0 0%	1 6%	3 9%	1 9%	7 7%
Total	10 100%	12 100%	12 100%	16 100%	33 100%	11 100%	94 100%

Q13 Additional Comments About Having a Hockey Team in Hamilton

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q13 ADDITIONAL COMMENTS ABOUT HAVING A HOCKEY TEAM IN HAMILTON						
Would like to see a team in Hamilton	60 21%	32 27%	92 23%	10 24%	96 37%	106 35%
Would prefer/support a NHL team	38 14%	18 15%	56 14%	16 39%	36 14%	52 17%
Should use Copps facilities more often	6 2%	6 5%	12 3%	3 7%	27 10%	30 10%
Good for economy	14 5%	5 4%	19 5%	1 2%	17 7%	18 6%
Other ¹	50 18%	18 15%	68 17%	8 20%	20 8%	28 9%
No other comments	133 48%	51 43%	184 46%	10 24%	91 35%	101 34%
Total	280 100%	120 100%	400 100%	41 100%	258 100%	299 100%

Q13 Additional Comments About Having a Hockey Team in Hamilton

	London	Kitchener	SURROUNDING AREAS		Burl.	Oakville	Total
			Niagara Falls	Grimsby - St. Cath.			
Q13 ADDITIONAL COMMENTS ABOUT HAVING A HOCKEY TEAM IN HAMILTON							
Would like to see a team in Hamilton	12 24%	11 22%	10 20%	26 26%	25 25%	11 22%	95 24%
Would prefer/support a NHL team	8 16%	13 26%	4 8%	24 24%	34 34%	7 14%	90 23%
Should use Copps facilities more often	2 4%	3 6%	5 10%	3 3%	6 6%	1 2%	20 5%
Good for economy	3 6%	0 0%	5 10%	7 7%	1 1%	2 4%	18 5%
Other ¹	2 4%	2 4%	5 10%	5 5%	7 7%	2 4%	23 6%
No other comments	26 52%	27 54%	27 54%	47 47%	37 37%	29 58%	193 48%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

1. Individual mentions included: 'tickets should be more affordable', 'unfair to ticket holders when cost is half price', 'have a shorter season', 'Copps is too large for OHL', 'get playoff games played in Hamilton', 'improve parking', 'have specials for children seats', 'would be something to be proud of', 'should not cost taxpayers money', 'need to draw a younger market', 'run it privately'.

Q14A Occupation

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q14A OCCUPATION						
Professional	50 18%	21 18%	71 18%	13 32%	49 19%	62 21%
Management	14 5%	7 6%	21 5%	5 12%	26 10%	31 10%
General Office	20 7%	13 11%	33 8%	1 2%	20 8%	21 7%
Sales	22 8%	10 8%	32 8%	2 5%	25 10%	27 9%
Blue Collar	75 27%	15 13%	90 23%	9 22%	68 26%	77 26%
Retired	26 9%	13 11%	39 10%	4 10%	2 1%	6 2%
Unemployed	11 4%	4 3%	15 4%	0 0%	4 2%	4 1%
Student	33 12%	13 11%	46 12%	1 2%	27 10%	28 9%
Homemaker	13 5%	8 7%	21 5%	1 2%	25 10%	26 9%
Self-employed	14 5%	15 13%	29 7%	4 10%	9 3%	13 4%
Other	2 1%	0 0%	2 1%	1 2%	2 1%	3 1%
Refused	0 0%	1 1%	1 0%	0 0%	2 1%	2 1%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

Q14A Occupation

Q14A OCCUPATION	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Professional	9 18%	12 24%	8 16%	17 17%	27 27%	15 30%	88 22%
Management	4 8%	7 14%	5 10%	10 10%	12 12%	6 12%	44 11%
General Office	3 6%	4 8%	2 4%	6 6%	5 5%	3 6%	23 6%
Sales	5 10%	6 12%	4 8%	4 4%	7 7%	2 4%	28 7%
Blue Collar	7 14%	8 16%	11 22%	31 31%	20 20%	5 10%	82 21%
Retired	1 2%	1 2%	4 8%	9 9%	5 5%	2 4%	22 6%
Unemployed	2 4%	0 0%	2 4%	3 3%	0 0%	2 4%	9 2%
Student	13 26%	5 10%	8 16%	14 14%	12 12%	9 18%	61 15%
Homemaker	3 6%	3 6%	4 8%	2 2%	4 4%	2 4%	18 5%
Self-employed	3 6%	3 6%	2 4%	4 4%	6 6%	3 6%	21 5%
Refused	0 0%	1 2%	0 0%	0 0%	2 2%	1 2%	4 1%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q14B Working Part-Time vs. Full-Time

	HAMILTON-WENTWORTH		Total	HOCKEY Interest in NHL Tickets	SAMPLE Involved with a Team	Total
	Hamilton	Other				
Q14B WORKING PART-TIME VS. FULL-TIME						
Part-time	41 21%	12 15%	53 19%	2 6%	23 11%	25 11%
Full-time	156 79%	69 84%	225 81%	33 94%	176 88%	209 89%
Refused	0 0%	1 1%	1 0%	0 0%	2 1%	2 1%
Total	197 100%	82 100%	279 100%	35 100%	201 100%	236 100%

	SURROUNDING AREAS					Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl. Oakville	
Q14B WORKING PART-TIME VS. FULL-TIME						
Part-time	2 6%	3 7%	3 9%	12 17%	9 11%	32 11%
Full-time	29 94%	37 90%	29 91%	60 83%	69 87%	255 88%
Refused	0 0%	1 2%	0 0%	0 0%	1 1%	3 1%
Total	31 100%	41 100%	32 100%	72 100%	79 100%	290 100%

Q15 Education

	HAMILTON-WENTWORTH		Total	HOCKEY	SAMPLE	Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q15 EDUCATION						
Some Secondary	34 12%	10 8%	44 11%	4 10%	30 12%	34 11%
Completed Secondary	104 37%	49 41%	153 38%	8 20%	102 39%	110 37%
Some College	25 9%	12 10%	37 9%	1 2%	19 7%	20 7%
Completed College	42 15%	25 21%	67 17%	14 34%	67 26%	81 27%
Some University	27 10%	7 6%	34 9%	1 2%	4 2%	5 2%
Completed University	34 12%	11 9%	45 11%	11 27%	30 12%	41 14%
Some Post Graduate	1 0%	1 1%	2 1%	0 0%	0 0%	0 0%
Completed Post Graduate	9 3%	4 3%	13 3%	2 5%	5 2%	7 2%
Refused	4 1%	1 1%	5 1%	0 0%	2 1%	2 1%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

Q15 Education

	London	Kitchener	SURROUNDING AREAS		Burl.	Oakville	Total
			Niagara Falls	Grimsby - St. Cath.			
Q15 EDUCATION							
Some Secondary	7 14%	5 10%	3 6%	16 16%	7 7%	3 6%	41 10%
Completed Secondary	14 28%	15 30%	16 32%	35 35%	29 29%	11 22%	120 30%
Some College	2 4%	4 8%	7 14%	6 6%	13 13%	5 10%	37 9%
Completed College	8 16%	10 20%	12 24%	11 11%	22 22%	7 14%	70 18%
Some University	8 16%	4 8%	5 10%	7 7%	5 5%	2 4%	31 8%
Completed University	10 20%	8 16%	6 12%	21 21%	20 20%	18 36%	83 21%
Some Post Graduate	1 2%	0 0%	0 0%	1 1%	0 0%	0 0%	2 1%
Completed Post Graduate	0 0%	3 6%	1 2%	3 3%	3 3%	3 6%	13 3%
Refused	0 0%	1 2%	0 0%	0 0%	1 1%	1 2%	3 1%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q16 Age

Q16 AGE	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
16-17	9 3%	4 3%	13 3%	0 0%	16 6%	16 5%
18-24	53 19%	22 18%	75 19%	1 2%	11 4%	12 4%
25-34	77 28%	19 16%	96 24%	4 10%	41 16%	45 15%
35-44	77 28%	38 32%	115 29%	17 41%	162 63%	179 60%
45-54	33 12%	21 18%	54 14%	13 32%	26 10%	39 13%
55-64	17 6%	7 6%	24 6%	4 10%	2 1%	6 2%
65 and over	14 5%	9 8%	23 6%	2 5%	1 0%	3 1%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
16-17	3 6%	3 6%	1 2%	7 7%	5 5%	4 8%	23 6%
18-24	13 26%	9 18%	7 14%	12 12%	16 16%	9 18%	66 17%
25-34	22 44%	18 36%	12 24%	32 32%	27 27%	18 36%	129 32%
35-44	6 12%	11 22%	17 34%	23 23%	30 30%	11 22%	98 25%
45-54	5 10%	6 12%	9 18%	14 14%	16 16%	5 10%	55 14%
55-64	0 0%	2 4%	2 4%	6 6%	5 5%	2 4%	17 4%
65 and over	1 2%	1 2%	2 4%	6 6%	1 1%	1 2%	12 3%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q17B Type of Household

Q17B TYPE OF HOUSEHOLD	HAMILTON-WENTWORTH		Total	HOCKEY Interest in NHL Tickets	SAMPLE Involved with a Team	Total
	Hamilton	Other				
Young Single	7 3%	3 3%	10 3%	0 0%	0 0%	0 0%
Established Single	24 9%	4 3%	28 7%	0 0%	0 0%	0 0%
Young Couple	14 5%	4 3%	18 5%	2 5%	1 0%	3 1%
New Family	86 31%	39 33%	125 31%	18 44%	151 58%	169 56%
Established Family	99 35%	49 41%	148 37%	8 20%	101 39%	109 36%
Established Couple	32 11%	11 9%	43 11%	12 29%	4 2%	16 5%
Established Older Single	5 2%	8 7%	13 3%	0 0%	1 0%	1 0%
Other/Refused	13 5%	2 2%	15 4%	1 2%	1 0%	2 1%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

Q17B Type of Household

Q17B TYPE OF HOUSEHOLD	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Young Single	0 0%	2 4%	3 6%	6 6%	1 1%	4 8%	16 4%
Established Single	6 12%	1 2%	3 6%	11 11%	3 3%	4 8%	28 7%
Young Couple	11 22%	6 12%	0 0%	11 11%	8 8%	3 6%	39 10%
New Family	12 24%	21 42%	16 32%	26 26%	33 33%	17 34%	125 31%
Established Family	13 26%	12 24%	18 36%	28 28%	41 41%	15 30%	127 32%
Established Couple	3 6%	7 14%	9 18%	14 14%	8 8%	5 10%	46 12%
Established Older Single	0 0%	0 0%	1 2%	3 3%	0 0%	0 0%	4 1%
Other/Refused	5 10%	1 2%	0 0%	1 1%	6 6%	2 4%	15 4%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q20 Income

	HAMILTON-WENTWORTH		Total	SUPPORTER		Total
	Hamilton	Other		Interest in Season Tickets	Involved with a Team	
Q20 INCOME						
Under \$20,000	15 5%	0 0%	15 4%	0 0%	7 3%	7 2%
\$20,000-\$29,999	23 8%	4 3%	27 7%	1 2%	6 2%	7 2%
\$30,000-\$49,999	40 14%	18 15%	58 15%	10 24%	64 25%	74 25%
\$50,000-\$69,999	47 17%	23 19%	70 18%	6 15%	50 19%	56 19%
\$70,000-\$89,999	15 5%	11 9%	26 7%	5 12%	23 9%	28 9%
\$90,000 and over	16 6%	19 16%	35 9%	8 20%	15 6%	23 8%
Refused/Do not know	124 44%	45 38%	169 42%	11 27%	94 36%	105 35%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS						Total
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q20 INCOME							
Under \$20,000	2 4%	1 2%	1 2%	10 10%	0 0%	3 6%	17 4%
\$20,000-\$29,999	3 6%	4 8%	5 10%	9 9%	1 1%	2 4%	24 6%
\$30,000-\$49,999	8 16%	8 16%	9 18%	23 23%	18 18%	6 12%	72 18%
\$50,000-\$69,999	4 8%	5 10%	7 14%	22 22%	18 18%	5 10%	61 15%
\$70,000-\$89,999	4 8%	4 8%	2 4%	4 4%	7 7%	5 10%	26 7%
\$90,000 and over	0 0%	7 14%	4 8%	3 3%	22 22%	5 10%	41 10%
Refused/Do not know	29 58%	21 42%	22 44%	29 29%	34 34%	24 48%	159 40%
Total	50 100%	50 100%	50 100%	100 100%	100 100%	50 100%	400 100%

Q21 Gender

	HAMILTON-WENTWORTH		Total	HOCKEY SAMPLE		Total
	Hamilton	Other		Interest in NHL Tickets	Involved with a Team	
Q21 GENDER						
Male	194 69%	72 60%	266 67%	35 85%	159 61%	194 65%
Female	86 31%	48 40%	134 34%	6 15%	100 39%	106 35%
Total	280 100%	120 100%	400 100%	41 100%	259 100%	300 100%

	SURROUNDING AREAS					Total	
	London	Kitchener	Niagara Falls	Grimsby - St. Cath.	Burl.	Oakville	
Q21 GENDER							
Male	36	38	34	81	53	36	278
	72%	76%	68%	81%	53%	72%	70%
Female	14	12	16	19	47	14	122
	28%	24%	32%	19%	47%	28%	31%
Total	50	50	50	100	100	50	400
	100%	100%	100%	100%	100%	100%	100%

Q4A Likelihood to Attend at Least One IHL Game By Age

	Q16 AGE							Total
	16-17	18-24	25-34	35-44	45-54	55-64	65 and over	
Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME								
Very likely	23	77	121	207	54	19	8	509
	44%	50%	45%	53%	36%	40%	21%	46%
Somewhat likely	26	43	91	107	57	13	14	351
	50%	28%	34%	27%	39%	28%	37%	32%
Not likely	3	33	58	78	37	15	16	240
	6%	22%	21%	20%	25%	32%	42%	22%
Total	52	153	270	392	148	47	38	1100
	100%	100%	100%	100%	100%	100%	100%	100%

Q4A Likelihood to Attend at Least One IHL Game By Income

	Q20 INCOME							Total
	Under \$20,000 \$20,000	\$20,000 - \$29K	\$30,000 - \$49K	\$50,000 - \$69K	\$70,000 - \$89K	\$90,000 and over	Refused/ Do not know	
Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME								
Very likely	14 36%	31 53%	94 46%	91 49%	42 53%	37 37%	200 46%	509 46%
Somewhat likely	18 46%	17 29%	68 33%	57 30%	24 30%	43 43%	124 29%	351 32%
Not likely	7 18%	10 17%	42 21%	39 21%	14 18%	19 19%	109 25%	240 22%
Total	39 100%	58 100%	204 100%	187 100%	80 100%	99 100%	433 100%	1100 100%

Q4A Likelihood to Attend at Least One IHL Game By Occupation
Top Occupations Only

Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME	Q14A OCCUPATION								
	Profes- sional	Mgmt.	General office	Sales	Blue collar	Retired	Unemploy.	Student	Homemaker
Very likely	89 40%	45 47%	36 47%	43 49%	136 55%	20 30%	11 39%	66 49%	30 46%
Somewhat likely	67 30%	31 32%	23 30%	29 33%	67 27%	24 36%	11 39%	46 34%	26 40%
Not likely	65 29%	20 21%	18 23%	15 17%	46 18%	23 34%	6 21%	23 17%	9 14%
Total	221 100%	96 100%	77 100%	87 100%	249 100%	67 100%	28 100%	135 100%	65 100%

Q4A Likelihood to Attend at Least One IHL Game By Gender

Q4A LIKELIHOOD TO ATTEND AT LEAST ONE INTERNATIONAL HOCKEY LEAGUE GAME	Q21 GENDER		Total
	Male	Female	
Very likely	352 48%	157 43%	509 46%
Somewhat likely	221 30%	130 36%	351 32%
Not likely	165 22%	75 21%	240 22%
Total	738 100%	362 100%	1100 100%

Q4A Likelihood to Attend at Least One OHL Game By Age

	Q16 AGE							Total
	16-17	18-24	25-34	35-44	45-54	55-64	65 and over	
Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME								
Very likely	26	81	111	195	54	13	8	488
	50%	53%	41%	50%	36%	28%	21%	44%
Somewhat likely	22	35	78	114	50	13	14	326
	42%	23%	29%	29%	34%	28%	37%	30%
Not likely	4	37	81	83	44	21	16	286
	8%	24%	30%	21%	30%	45%	42%	26%
Total	52	153	270	392	148	47	38	1100
	100%	100%	100%	100%	100%	100%	100%	100%

Q4A Likelihood to Attend at Least One OHL Game By Income

	Q20 INCOME							Total
	Under \$20,000 \$20,000 - \$29K	\$30,000 -\$49K	\$50,000 -\$69K	\$70,000 -\$89K	\$90,000 and over	Refused/ Do not know		
Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME								
Very likely	15 38%	29 50%	93 46%	83 44%	38 48%	32 32%	198 46%	488 44%
Somewhat likely	16 41%	18 31%	68 33%	62 33%	21 26%	42 42%	99 23%	326 30%
Not likely	8 21%	11 19%	43 21%	42 22%	21 26%	25 25%	136 31%	286 26%
Total	39 100%	58 100%	204 100%	187 100%	80 100%	99 100%	433 100%	1100 100%

Q4A Likelihood to Attend at Least One OHL Game By Occupation

Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME	Q14A OCCUPATION								
	Profes- sional	Mgmt.	General office	Sales	Blue collar	Retired	Unemploy.	Student	Homemaker
Very likely	82 37%	37 39%	35 45%	44 51%	134 54%	19 28%	11 39%	66 49%	32 49%
Somewhat likely	70 32%	34 35%	23 30%	20 23%	63 25%	21 31%	11 39%	42 31%	18 28%
Not likely	69 31%	25 26%	19 25%	23 26%	52 21%	27 40%	6 21%	27 20%	15 23%
Total	221 100%	96 100%	77 100%	87 100%	249 100%	67 100%	28 100%	135 100%	65 100%

Q4A Likelihood to Attend at Least One OHL Game By Gender

Q4B LIKELIHOOD TO ATTEND AT LEAST ONE ONTARIO HOCKEY LEAGUE GAME	Q21 GENDER		Total
	Male	Female	
Very likely	324 44%	164 45%	488 44%
Somewhat likely	217 29%	109 30%	326 30%
Not likely	197 27%	89 25%	286 26%
Total	738 100%	362 100%	1100 100%

Q6A IHL - Likelihood to Purchase Season Tickets By Age

	Q16 AGE							Total
	16-17	18-24	25-34	35-44	45-54	55-64	65 and over	
Q6A IHL -								
LIKELIHOOD TO								
PURCHASE SEASON TICKETS								
Very likely	3	11	14	25	9	4	1	67
	6%	7%	5%	6%	6%	9%	3%	6%
Somewhat likely	10	21	47	65	21	2	4	170
	19%	14%	17%	17%	14%	4%	11%	15%
Not likely	39	99	162	248	88	28	22	686
	75%	65%	60%	63%	59%	60%	58%	62%
Would not attend games	0	22	47	54	30	13	11	177
	0%	14%	17%	14%	20%	28%	29%	16%
Total	52	153	270	392	148	47	38	1100
	100%	100%	100%	100%	100%	100%	100%	100%

Q6A IHL - Likelihood to Purchase Season Tickets By Income

	Q20 INCOME							Total
	Under \$20,000 \$20,000	\$30,000 -\$29K	\$49K	\$50,000 -\$69K	\$70,000 -\$89K	\$90,000 and over	Refused/ Do not know	
Q6A IHL - LIKELIHOOD TO PURCHASE SEASON TICKETS								
Very likely	2 5%	5 9%	12 6%	10 5%	5 6%	7 7%	26 6%	67 6%
Somewhat likely	7 18%	13 22%	26 13%	29 16%	14 18%	14 14%	67 15%	170 15%
Not likely	27 69%	35 60%	136 67%	124 66%	50 63%	65 66%	249 58%	686 62%
Would not attend games	3 8%	5 9%	30 15%	24 13%	11 14%	13 13%	91 21%	177 16%
Total	39 100%	58 100%	204 100%	187 100%	80 100%	99 100%	433 100%	1100 100%

Q6A IHL - Likelihood to Purchase Season Tickets By Occupation
Top Occupations Only

Q6A IHL - LIKELIHOOD TO PURCHASE SEASON TICKETS	Q14A OCCUPATION								
	Profes- sional	Mgmt. office	General office	Sales	Blue collar	Retired	Unemploy.	Student	Homemaker
Very likely	10 5%	3 3%	6 8%	7 8%	15 6%	3 4%	1 4%	10 7%	4 6%
Somewhat likely	31 14%	16 17%	15 19%	16 18%	40 16%	6 9%	7 25%	20 15%	6 9%
Not likely	180 82%	77 80%	56 73%	64 74%	194 78%	58 86%	20 72%	105 78%	55 85%
Total	221 100%	96 100%	77 100%	87 100%	249 100%	67 100%	28 100%	135 100%	65 100%

Q6A IHL - Likelihood to Purchase Season Tickets By Gender

Q6A IHL - LIKELIHOOD TO PURCHASE SEASON TICKETS	Q21 GENDER		Total
	Male	Female	
Very likely	37 5%	30 8%	67 6%
Somewhat likely	121 16%	49 14%	170 15%
Not likely	456 62%	230 64%	686 62%
Would not attend games	124 17%	53 15%	177 16%
Total	738 100%	362 100%	1100 100%

Q6A OHL - Likelihood to Purchase Season Tickets By Age

	Q16 AGE							Total
	16-17	18-24	25-34	35-44	45-54	55-64	65 and over	
Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS								
Very likely	2 4%	14 9%	18 7%	21 5%	8 5%	4 9%	2 5%	69 6%
Somewhat likely	11 21%	21 14%	36 13%	67 17%	18 12%	0 0%	3 8%	156 14%
Not likely	39 75%	96 63%	169 63%	250 64%	92 62%	30 64%	22 58%	698 63%
Would not attend games	0 0%	22 14%	47 17%	54 14%	30 20%	13 28%	11 29%	177 16%
Total	52 100%	153 100%	270 100%	392 100%	148 100%	47 100%	38 100%	1100 100%

Q6A OHL - Likelihood to Purchase Season Tickets By Income

	Q20 INCOME							Total
	Under \$20,000 \$20,000 - \$29K	\$30,000 -\$49K	\$50,000 -\$69K	\$70,000 -\$89K	\$90,000 and over	Refused/ Do not know		
Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS								
Very likely	2 5%	6 10%	13 6%	9 5%	5 6%	6 6%	28 6%	69 6%
Somewhat likely	6 15%	12 21%	27 13%	24 13%	12 15%	16 16%	59 14%	156 14%
Not likely	28 72%	35 60%	134 66%	130 70%	52 65%	64 65%	255 59%	698 63%
Would not attend games	3 8%	5 9%	30 15%	24 13%	11 14%	13 13%	91 21%	177 16%
Total	39 100%	58 100%	204 100%	187 100%	80 100%	99 100%	433 100%	1100 100%

Q6A OHL - Likelihood to Purchase Season Tickets By Occupation

Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS	Q14A OCCUPATION								
	Profes- sional	Mgmt. office	General office	Sales	Blue collar	Retired	Unemploy.	Student	Homemaker
Very likely	12 5%	3 3%	5 6%	6 7%	17 7%	4 6%	3 11%	9 7%	5 8%
Somewhat likely	32 14%	15 16%	18 23%	12 14%	38 15%	4 6%	6 21%	17 13%	6 9%
Not likely	177 80%	78 82%	54 71%	69 79%	194 78%	59 88%	19 68%	109 81%	54 83%
Total	221 100%	96 100%	77 100%	87 100%	249 100%	67 100%	28 100%	135 100%	65 100%

Q6A OHL - Likelihood to Purchase Season Tickets By Gender

Q6A OHL - LIKELIHOOD TO PURCHASE SEASON TICKETS	Q21 GENDER		Total
	Male	Female	
Very likely	40 5%	29 8%	69 6%
Somewhat likely	107 14%	49 14%	156 14%
Not likely	467 63%	231 64%	698 63%
Would not attend games	124 17%	53 15%	177 16%
Total	738 100%	362 100%	1100 100%

OMNIBUS TELEPHONE STUDY - RANDOM SAMPLE

Q7B Radio Station Listen To Most Often By Age - Col%
Top Mentions

	AGE						Total
	18-24	25-34	35-44	45-54	55-64	65 and over	
Q7B RADIO STATION LISTEN TO MOST OFTEN							
CHML (900)	3 5.6%	5 5.3%	11 13.4%	12 20.0%	13 27.7%	29 46.8%	73 18.3%
K-LITE FM (102.9)	5 9.3%	11 11.6%	11 13.4%	17 28.3%	5 10.6%	4 6.5%	53 13.3%
Y95 (95.3)	5 9.3%	19 20.0%	12 14.6%	0 .0%	3 6.4%	0 .0%	39 9.8%
Energy 108 (107.9)	15 27.8%	6 6.3%	3 3.7%	1 1.7%	0 .0%	0 .0%	25 6.3%
CFNY (102.1)	12 22.2%	10 10.5%	0 .0%	1 1.7%	0 .0%	1 1.6%	24 6.0%
CBC (740)	0 .0%	3 3.2%	5 6.1%	2 3.3%	7 14.9%	6 9.7%	23 5.8%
CHAM (820)	0 .0%	6 6.3%	4 4.9%	4 6.7%	5 10.6%	1 1.6%	20 5.0%
Oldies 1150 (CKOC)	0 .0%	4 4.2%	4 4.9%	6 10.0%	3 6.4%	3 4.8%	20 5.0%
None	2 3.7%	3 3.2%	3 3.7%	2 3.3%	3 6.4%	5 8.1%	18 4.5%
CFRB (1010)	0 .0%	4 4.2%	4 4.9%	1 1.7%	2 4.3%	4 6.5%	15 3.8%
CHFI (98.1)	1 1.9%	0 .0%	3 3.7%	4 6.7%	3 6.4%	1 1.6%	12 3.0%
KHTZ (99.9 FM)	1 1.9%	4 4.2%	4 4.9%	1 1.7%	0 .0%	0 .0%	10 2.5%
Q107 (107.1)	2 3.7%	2 2.1%	4 4.9%	0 .0%	0 .0%	0 .0%	8 2.0%
CHUM AM (1050)	1 1.9%	2 2.1%	1 1.2%	4 6.7%	0 .0%	0 .0%	8 2.0%
CISS FM (98.5)	0 .0%	4 4.2%	3 3.7%	0 .0%	0 .0%	0 .0%	7 1.8%
CHUM FM (104.5)	0 .0%	4 4.2%	3 3.7%	0 .0%	0 .0%	0 .0%	7 1.8%

Q7B Radio Station Listen To Most Often By Age - Col% (Continued)

	AGE						Total
	18-24	25-34	35-44	45-54	55-64	65 and over	
HITS FM (97.7)	3 5.6%	3 3.2%	0 .0%	0 .0%	0 .0%	0 .0%	6 1.5%
680	1 1.9%	1 1.1%	1 1.2%	1 1.7%	0 .0%	2 3.2%	6 1.5%
No one in particular	1 1.9%	1 1.1%	1 1.2%	0 .0%	0 .0%	3 4.8%	6 1.5%
FAN (590)	0 .0%	1 1.1%	1 1.2%	0 .0%	1 2.1%	0 .0%	3 .8%
1250 (THE FAN)	0 .0%	0 .0%	0 .0%	1 1.7%	1 2.1%	1 1.6%	3 .8%
96.3	0 .0%	0 .0%	0 .0%	1 1.7%	0 .0%	1 1.6%	2 .5%
92.5	1 1.9%	1 1.1%	0 .0%	0 .0%	0 .0%	0 .0%	2 .5%
CHWO	0 .0%	0 .0%	0 .0%	1 1.7%	0 .0%	0 .0%	1 .3%
640 NEWS	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%	0 .0%	1 .3%
CKIN	0 .0%	0 .0%	0 .0%	0 .0%	1 2.1%	0 .0%	1 .3%
CJMR	0 .0%	0 .0%	0 .0%	1 1.7%	0 .0%	0 .0%	1 .3%
102.3 (EDGE)	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%	0 .0%	1 .3%
CFMU 93.3	1 1.9%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
CBL	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.6%	1 .3%
CFTP	0 .0%	1 1.1%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
930 AM	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%	0 .0%	1 .3%
CKPC (Brantford)	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%	0 .0%	1 .3%
Total	54 100%	95 100%	82 100%	60 100%	47 100%	62 100%	400 100%

Q7B Radio Station Listen To Most Often By Age - Row%

	AGE						Total
	18-24	25-34	35-44	45-54	55-64	65 and over	
Q7B RADIO STATION LISTEN TO MOST OFTEN							
CHML (900)	3 4.1%	5 6.8%	11 15.1%	12 16.4%	13 17.8%	29 39.7%	73 100%
K-LITE FM (102.9)	5 9.4%	11 20.8%	11 20.8%	17 32.1%	5 9.4%	4 7.5%	53 100%
Y95 (95.3)	5 12.8%	19 48.7%	12 30.8%	0 .0%	3 7.7%	0 .0%	39 100%
Energy 108 (107.9)	15 60.0%	6 24.0%	3 12.0%	1 4.0%	0 .0%	0 .0%	25 100%
CFNY (102.1)	12 50.0%	10 41.7%	0 .0%	1 4.2%	0 .0%	1 4.2%	24 100%
CBC (740)	0 .0%	3 13.0%	5 21.7%	2 8.7%	7 30.4%	6 26.1%	23 100%
CHAM (820)	0 .0%	6 30.0%	4 20.0%	4 20.0%	5 25.0%	1 5.0%	20 100%
Oldies 1150 (CKOC)	0 .0%	4 20.0%	4 20.0%	6 30.0%	3 15.0%	3 15.0%	20 100%
None	2 11.1%	3 16.7%	3 16.7%	2 11.1%	3 16.7%	5 27.8%	18 100%
CFRB (1010)	0 .0%	4 26.7%	4 26.7%	1 6.7%	2 13.3%	4 26.7%	15 100%
CHFI (98.1)	1 8.3%	0 .0%	3 25.0%	4 33.3%	3 25.0%	1 8.3%	12 100%
KHTZ (99.9 FM)	1 10.0%	4 40.0%	4 40.0%	1 10.0%	0 .0%	0 .0%	10 100%
Q107 (107.1)	2 25.0%	2 25.0%	4 50.0%	0 .0%	0 .0%	0 .0%	8 100%
CHUM AM (1050)	1 12.5%	2 25.0%	1 12.5%	4 50.0%	0 .0%	0 .0%	8 100%
CISS FM (98.5)	0 .0%	4 57.1%	3 42.9%	0 .0%	0 .0%	0 .0%	7 100%
CHUM FM (104.5)	0 .0%	4 57.1%	3 42.9%	0 .0%	0 .0%	0 .0%	7 100%

Q7B Radio Station Listen To Most Often By Age - Row% (Continued)

	AGE						Total
	18-24	25-34	35-44	45-54	55-64	65 and over	
HITS FM (97.7)	3 50.0%	3 50.0%	0 .0%	0 .0%	0 .0%	0 .0%	6 100%
680	1 16.7%	1 16.7%	1 16.7%	1 16.7%	0 .0%	2 33.3%	6 100%
No one in particular	1 16.7%	1 16.7%	1 16.7%	0 .0%	0 .0%	3 50.0%	6 100%
FAN (590)	0 .0%	1 33.3%	1 33.3%	0 .0%	1 33.3%	0 .0%	3 100%
1250 (THE FAN)	0 .0%	0 .0%	0 .0%	1 33.3%	1 33.3%	1 33.3%	3 100%
96.3	0 .0%	0 .0%	0 .0%	1 50.0%	0 .0%	1 50.0%	2 100%
92.5	1 50.0%	1 50.0%	0 .0%	0 .0%	0 .0%	0 .0%	2 100%
CHWO	0 .0%	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	1 100%
640 NEWS	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	1 100%
CKIN	0 .0%	0 .0%	0 .0%	0 .0%	1 100%	0 .0%	1 100%
CJMR	0 .0%	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	1 100%
102.3 (EDGE)	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	1 100%
CFMU 93.3	1 100%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%
CBL	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%	1 100%
CFTP	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%
930 AM	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	1 100%
CKPC (Brantford)	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	1 100%
Total	54 13.5%	95 23.8%	82 20.5%	60 15.0%	47 11.8%	62 15.5%	400 100%

Q7B Radio Station Listen To Most Often By Income - Col%

	INCOME						Refused	Total
	Under \$20,000	\$20,000- \$29,999	\$30,000- \$49,999	\$50,000- \$69,999	\$70,000- \$89,999	\$90,000 and over		
Q7B RADIO STATION LISTEN TO MOST OFTEN								
CHML (900)	11 23.4%	18 38.3%	10 12.0%	11 17.5%	2 6.3%	2 8.3%	19 18.3%	73 18.3%
K-LITE FM (102.9)	5 10.6%	6 12.8%	11 13.3%	12 19.0%	5 15.6%	5 20.8%	9 8.7%	53 13.3%
Y95 (95.3)	6 12.8%	8 17.0%	7 8.4%	6 9.5%	0 .0%	3 12.5%	9 8.7%	39 9.8%
Energy 108 (107.9)	5 10.6%	1 2.1%	3 3.6%	8 12.7%	0 .0%	1 4.2%	7 6.7%	25 6.3%
CFNY (102.1)	4 8.5%	0 .0%	8 9.6%	1 1.6%	3 9.4%	2 8.3%	6 5.8%	24 6.0%
CBC (740)	0 .0%	1 2.1%	2 2.4%	4 6.3%	6 18.8%	2 8.3%	8 7.7%	23 5.8%
CHAM (820)	0 .0%	2 4.3%	7 8.4%	3 4.8%	1 3.1%	0 .0%	7 6.7%	20 5.0%
Oldies 1150 (CKOC)	6 12.8%	2 4.3%	3 3.6%	3 4.8%	1 3.1%	1 4.2%	4 3.8%	20 5.0%
None	3 6.4%	1 2.1%	5 6.0%	0 .0%	0 .0%	0 .0%	9 8.7%	18 4.5%
CFRB (1010)	0 .0%	1 2.1%	5 6.0%	3 4.8%	0 .0%	2 8.3%	4 3.8%	15 3.8%
CHFI (98.1)	1 2.1%	2 4.3%	2 2.4%	1 1.6%	3 9.4%	2 8.3%	1 1.0%	12 3.0%
KHTZ (99.9 FM)	0 .0%	1 2.1%	4 4.8%	2 3.2%	1 3.1%	1 4.2%	1 1.0%	10 2.5%
Q107 (107.1)	1 2.1%	2 4.3%	1 1.2%	0 .0%	1 3.1%	0 .0%	3 2.9%	8 2.0%
CHUM AM (1050)	1 2.1%	0 .0%	2 2.4%	1 1.6%	0 .0%	0 .0%	4 3.8%	8 2.0%
CISS FM (98.5)	0 .0%	0 .0%	2 2.4%	1 1.6%	1 3.1%	1 4.2%	2 1.9%	7 1.8%
CHUM FM (104.5)	0 .0%	0 .0%	1 1.2%	2 3.2%	2 6.3%	1 4.2%	1 1.0%	7 1.8%

Q7B Radio Station Listen To Most Often By Income - Col% (Continued)

	INCOME						Refused	Total
	Under \$20,000	\$20,000- \$29,999	\$30,000- \$49,999	\$50,000- \$69,999	\$70,000- 89,999	\$90,000 and over		
HITS FM (97.7)	2 4.3%	0 .0%	0 .0%	1 1.6%	1 3.1%	1 4.2%	1 1.0%	6 1.5%
680	0 .0%	0 .0%	2 2.4%	1 1.6%	3 9.4%	0 .0%	0 .0%	6 1.5%
No one in particular	0 .0%	1 2.1%	3 3.6%	0 .0%	0 .0%	0 .0%	2 1.9%	6 1.5%
FAN (590)	0 .0%	0 .0%	0 .0%	1 1.6%	0 .0%	0 .0%	2 1.9%	3 .8%
1250 (THE FAN)	0 .0%	0 .0%	2 2.4%	0 .0%	0 .0%	0 .0%	1 1.0%	3 .8%
96.3	0 .0%	0 .0%	0 .0%	0 .0%	1 3.1%	0 .0%	1 1.0%	2 .5%
92.5	0 .0%	0 .0%	2 2.4%	0 .0%	0 .0%	0 .0%	0 .0%	2 .5%
CHWO	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.0%	1 .3%
640 NEWS	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.0%	1 .3%
CKIN	0 .0%	0 .0%	0 .0%	1 1.6%	0 .0%	0 .0%	0 .0%	1 .3%
CJMR	0 .0%	1 2.1%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
102.3 (EDGE)	1 2.1%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
CFMU 93.3	1 2.1%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
CBL	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.0%	1 .3%
CFTP	0 .0%	0 .0%	0 .0%	1 1.6%	0 .0%	0 .0%	0 .0%	1 .3%
930 AM	0 .0%	0 .0%	0 .0%	0 .0%	1 3.1%	0 .0%	0 .0%	1 .3%
CKPC (Brantford)	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%	0 .0%	0 .0%	1 .3%
Total	47 100%	47 100%	83 100%	63 100%	32 100%	24 100%	104 100%	400 100%

Q7B Radio Station Listen To Most Often By Income - Row%

Q7B RADIO STATION LISTEN TO MOST OFTEN	INCOME						Refused	Total
	Under \$20,000	\$20,000- \$29,999	\$30,000- \$49,999	\$50,000- \$69,999	\$70,000- 89,999	\$90,000 and over		
CHML (900)	11 15.1%	18 24.7%	10 13.7%	11 15.1%	2 2.7%	2 2.7%	19 26.0%	73 100%
K-LITE FM (102.9)	5 9.4%	6 11.3%	11 20.8%	12 22.6%	5 9.4%	5 9.4%	9 17.0%	53 100%
Y95 (95.3)	6 15.4%	8 20.5%	7 17.9%	6 15.4%	0 .0%	3 7.7%	9 23.1%	39 100%
Energy 108 (107.9)	5 20.0%	1 4.0%	3 12.0%	8 32.0%	0 .0%	1 4.0%	7 28.0%	25 100%
CFNY (102.1)	4 16.7%	0 .0%	8 33.3%	1 4.2%	3 12.5%	2 8.3%	6 25.0%	24 100%
CBC (740)	0 .0%	1 4.3%	2 8.7%	4 17.4%	6 26.1%	2 8.7%	8 34.8%	23 100%
CHAM (820)	0 .0%	2 10.0%	7 35.0%	3 15.0%	1 5.0%	0 .0%	7 35.0%	20 100%
Oldies 1150 (CKOC)	6 30.0%	2 10.0%	3 15.0%	3 15.0%	1 5.0%	1 5.0%	4 20.0%	20 100%
None	3 16.7%	1 5.6%	5 27.8%	0 .0%	0 .0%	0 .0%	9 50.0%	18 100%
CFRB (1010)	0 .0%	1 6.7%	5 33.3%	3 20.0%	0 .0%	2 13.3%	4 26.7%	15 100%
CHFI (98.1)	1 8.3%	2 16.7%	2 16.7%	1 8.3%	3 25.0%	2 16.7%	1 8.3%	12 100%
KHTZ (99.9 FM)	0 .0%	1 10.0%	4 40.0%	2 20.0%	1 10.0%	1 10.0%	1 10.0%	10 100%
Q107 (107.1)	1 12.5%	2 25.0%	1 12.5%	0 .0%	1 12.5%	0 .0%	3 37.5%	8 100%
CHUM AM (1050)	1 12.5%	0 .0%	2 25.0%	1 12.5%	0 .0%	0 .0%	4 50.0%	8 100%
CISS FM (98.5)	0 .0%	0 .0%	2 28.6%	1 14.3%	1 14.3%	1 14.3%	2 28.6%	7 100%
CHUM FM (104.5)	0 .0%	0 .0%	1 14.3%	2 28.6%	2 28.6%	1 14.3%	1 14.3%	7 100%

Q7B Radio Station Listen To Most Often By Income - Row% (Continued)

	INCOME						Refused	Total
	Under \$20,000	\$20,000- \$29,999	\$30,000- \$49,999	\$50,000- \$69,999	\$70,000- 89,999	\$90,000 and over		
HITS FM (97.7)	2 33.3%	0 .0%	0 .0%	1 16.7%	1 16.7%	1 16.7%	1 16.7%	6 100%
680	0 .0%	0 .0%	2 33.3%	1 16.7%	3 50.0%	0 .0%	0 .0%	6 100%
No one in particular	0 .0%	1 16.7%	3 50.0%	0 .0%	0 .0%	0 .0%	2 33.3%	6 100%
FAN (590)	0 .0%	0 .0%	0 .0%	1 33.3%	0 .0%	0 .0%	2 66.7%	3 100%
1250 (THE FAN)	0 .0%	0 .0%	2 66.7%	0 .0%	0 .0%	0 .0%	1 33.3%	3 100%
96.3	0 .0%	0 .0%	0 .0%	0 .0%	1 50.0%	0 .0%	1 50.0%	2 100%
92.5	0 .0%	0 .0%	2 100%	0 .0%	0 .0%	0 .0%	0 .0%	2 100%
CHWO	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%	1 100%
640 NEWS	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%	1 100%
CKIN	0 .0%	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	1 100%
CJMR	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%
102.3 (EDGE)	1 100%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%
CFMU 93.3	1 100%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%
CBL	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%	1 100%
CFTP	0 .0%	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	1 100%
930 AM	0 .0%	0 .0%	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	1 100%
CKPC (Brantford)	0 .0%	0 .0%	1 100%	0 .0%	0 .0%	0 .0%	0 .0%	1 100%
Total	47 11.8%	47 11.8%	83 20.8%	63 15.8%	32 8.0%	24 6.0%	104 26.0%	400 100%

Q7B Radio Station Listen To Most Often By Gender - Col%

Q7B RADIO STATION LISTEN TO MOST OFTEN	GENDER		Total
	Male	Female	
CHML (900)	33 17.7%	40 18.7%	73 18.3%
K-LITE FM (102.9)	21 11.3%	32 15.0%	53 13.3%
Y95 (95.3)	16 8.6%	23 10.7%	39 9.8%
Energy 108 (107.9)	15 8.1%	10 4.7%	25 6.3%
CFNY (102.1)	14 7.5%	10 4.7%	24 6.0%
CBC (740)	11 5.9%	12 5.6%	23 5.8%
CHAM (820)	11 5.9%	9 4.2%	20 5.0%
Oldies 1150 (CKOC)	7 3.8%	13 6.1%	20 5.0%
None	7 3.8%	11 5.1%	18 4.5%
CFRB (1010)	8 4.3%	7 3.3%	15 3.8%
CHFI (98.1)	6 3.2%	6 2.8%	12 3.0%
KHTZ (99.9 FM)	5 2.7%	5 2.3%	10 2.5%
Q107 (107.1)	5 2.7%	3 1.4%	8 2.0%
CHUM AM (1050)	5 2.7%	3 1.4%	8 2.0%
CISS FM (98.5)	4 2.2%	3 1.4%	7 1.8%
CHUM FM (104.5)	1 .5%	6 2.8%	7 1.8%

Q7B Radio Station Listen To Most Often By Gender - Col% (Continued)

	GENDER		Total
	Male	Female	
HITS FM (97.7)	2 1.1%	4 1.9%	6 1.5%
680	3 1.6%	3 1.4%	6 1.5%
No one in particular	2 1.1%	4 1.9%	6 1.5%
FAN (590)	2 1.1%	1 .5%	3 .8%
1250 (THE FAN)	3 1.6%	0 .0%	3 .8%
96.3	0 .0%	2 .9%	2 .5%
92.5	1 .5%	1 .5%	2 .5%
CHWO	0 .0%	1 .5%	1 .3%
640 NEWS	0 .0%	1 .5%	1 .3%
CKIN	1 .5%	0 .0%	1 .3%
CJMR	0 .0%	1 .5%	1 .3%
102.3 (EDGE)	1 .5%	0 .0%	1 .3%
CFMU 93.3	0 .0%	1 .5%	1 .3%
CBL	0 .0%	1 .5%	1 .3%
CFTP	1 .5%	0 .0%	1 .3%
930 AM	1 .5%	0 .0%	1 .3%
CKPC (Brantford)	0 .0%	1 .5%	1 .3%
Total	186 100%	214 100%	400 100%

Q7B Radio Station Listen To Most Often By Gender - Row%

Q7B RADIO STATION LISTEN TO MOST OFTEN	GENDER		Total
	Male	Female	
CHML (900)	33 45.2%	40 54.8%	73 100%
K-LITE FM (102.9)	21 39.6%	32 60.4%	53 100%
Y95 (95.3)	16 41.0%	23 59.0%	39 100%
Energy 108 (107.9)	15 60.0%	10 40.0%	25 100%
CFNY (102.1)	14 58.3%	10 41.7%	24 100%
CBC (740)	11 47.8%	12 52.2%	23 100%
CHAM (820)	11 55.0%	9 45.0%	20 100%
Oldies 1150 (CKOC)	7 35.0%	13 65.0%	20 100%
None	7 38.9%	11 61.1%	18 100%
CFRB (1010)	8 53.3%	7 46.7%	15 100%
CHFI (98.1)	6 50.0%	6 50.0%	12 100%
KHTZ (99.9 FM)	5 50.0%	5 50.0%	10 100%
Q107 (107.1)	5 62.5%	3 37.5%	8 100%
CHUM AM (1050)	5 62.5%	3 37.5%	8 100%
CISS FM (98.5)	4 57.1%	3 42.9%	7 100%
CHUM FM (104.5)	1 14.3%	6 85.7%	7 100%

Q7B Radio Station Listen To Most Often By Gender - Row% (Continued)

	GENDER		Total
	Male	Female	
HITS FM (97.7)	2	4	6
	33.3%	66.7%	100%
680	3	3	6
	50.0%	50.0%	100%
No one in particular	2	4	6
	33.3%	66.7%	100%
FAN (590)	2	1	3
	66.7%	33.3%	100%
1250 (THE FAN)	3	0	3
	100%	.0%	100%
96.3	0	2	2
	.0%	100%	100%
92.5	1	1	2
	50.0%	50.0%	100%
CHWO	0	1	1
	.0%	100%	100%
640 NEWS	0	1	1
	.0%	100%	100%
CKIN	1	0	1
	100%	.0%	100%
CJMR	0	1	1
	.0%	100%	100%
102.3 (EDGE)	1	0	1
	100%	.0%	100%
CFMU 93.3	0	1	1
	.0%	100%	100%
CBL	0	1	1
	.0%	100%	100%
CFTP	1	0	1
	100%	.0%	100%
930 AM	1	0	1
	100%	.0%	100%
CKPC (Brantford)	0	1	1
	.0%	100%	100%
Total	186	214	400
	46.5%	53.5%	100%

APPENDIX A

Copy of Questionnaire

Hello, my name is _____ and I'm calling from Hendershot Research Consultants. We are conducting a research study about hockey on behalf of Copps Coliseum. Have you or anyone else in your household been to a professional hockey game in Hamilton or another city in the last two years? RESPONDENT MUST BE AT LEAST 16 YEARS OF AGE. IF A HEAD OF HOUSEHOLD HAS ALSO BEEN TO A GAME, ARRANGE CALL BACK IF NOT AVAILABLE.

YES -- May I speak with that person? REINTRODUCE
ARRANGE CALL BACK IF NECESSARY & ASK
FOR NAME

NO -- THANK & TERMINATE

May I ask you a few questions please?

1a. What was the name of the arena? (PROBE: Any others?)

1b. IF NOT IN HAMILTON, Which city is the arena located?

1c. How many times have you been in the last two years?

Q. 1a Arena	Q. 1b City	Q. 1c # of Games
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

2. Are you very familiar, somewhat familiar or not familiar with the following hockey leagues...

	Very Familiar	Somewhat Familiar	Not Familiar
International Hockey League	1	2	3
Ontario Hockey League	1	2	3

3a. In your opinion, should Copps Coliseum pursue a hockey franchise in a league other than the NHL? Do you ...

Strongly Agree	1]
Somewhat Agree	2] -- GO TO Q. 3b
Somewhat Disagree	3]
Strongly Disagree	4] -- GO TO Q. 3c
INDIFFERENT	5]

3b. Why did you agree? (PROBE FOR DETAIL) _____
_____ GO TO Q. 4

3c. Why (did you disagree/are you indifferent)? (PROBE FOR DETAIL) _____

4. If Hamilton had a hockey team in either on of the following leagues, how likely would you be to attend at least one game? Would you be very likely, somewhat likely or not likely to attend if they had a team playing in the ... (READ IN ROTATED ORDER)

	Very Likely	Somewhat Likely	Not Likely
a. International Hockey League	1	2	3
b. Ontario Hockey League	1	2	3

5a. IF NOT LIKELY TO BOTH, ASK: Could you please tell me why you would not be likely to go to one game?

** GO TO Q. 8A **

5b. IF VERY OR SOMEWHAT LIKELY TO EITHER, There were about 40 to 60 games in a season. (IF UNLIKELY, RECORD 0 TIMES)

ROTATE ORDER READ

RECORD NUMBER

About how many games ...

i) for the International Hockey League would you go
to if ticket prices started at \$10 - 15 and the most
expensive ticket was \$30. _____

ii) for the Ontario Hockey League would you go
to if ticket prices started at \$5 - 10 and the most
expensive ticket was \$20. _____

5c. Not including yourself, how many people would you go with?

RECORD NUMBER

International Hockey League

Ontario Hockey League

5d. Who would you be going with? Would it be ... (CIRCLE ALL MENTIONS - MAKE SURE NUMBERS BALANCE WITH Q. 5C)

	<u>IHL</u>	IF YES, How many?	<u>OHL</u>	IF YES, How many?	
Spouse/Partner	1		1		
Children	2		2		What are their ages? ____ YEARS ____ YEARS ____ YEARS
Friends	3		3		
Relatives	4		4		
Grandchildren	5		5		
Other (SPECIFY)	X		X		

6a. How likely would you be to purchase seasons tickets for either league? Would you be very likely, somewhat likely or not likely to purchase a season ticket for a team in the... (ROTATE ORDER READ) (IF NOT LIKELY IN Q. 5A TO EITHER LEAGUE, DO NOT ASK AND RECORD NOT LIKELY)

	Very Likely	Somewhat Likely	Not Likely
International Hockey League	1	2	3
Ontario Hockey League	1	2	3

6b. IF NOT LIKELY TO BOTH, ASK: Why would you not be likely to purchase a season ticket for either league?

** GO TO Q. 7 **

6c. IF VERY OR SOMEWHAT LIKELY TO EITHER, Including yourself, how many people would you personally buy a season ticket for ...

RECORD NUMBER

International Hockey League

Ontario Hockey League

6d. To the best of your knowledge, is there anyone else who might purchase a season ticket to go with you? Would it be ... (CIRCLE ALL MENTIONS)

	<u>IHL</u>	IF YES, How many?	<u>OHL</u>	IF YES, How many?
Spouse/Partner	1		1	
Children	2		2	
Friends	3		3	
Relatives	4		4	
Grandchildren	5		5	
Other (SPECIFY)	X		X	
NO	9		9	

7a. Which of the following evenings would you be interested in attending a game?

	<u>YES</u>	<u>NO</u>	<u>Most Preferred</u>
Monday	1	2	1
Tuesday	1	2	2
Wednesday	1	2	3
Thursday	1	2	4
Friday	1	2	5
Saturday	1	2	6
Sunday	1	2	7

7b. Which evening would you most prefer? -----1

8a. Overall, in your opinion, which of these two leagues would you most prefer to see a Hamilton hockey team play in? Would it be the ... (READ IN ROTATED ORDER) PROBE: IF YOU HAD TO CHOSE, WHICH ONE WOULD IT BE:

International Hockey League	1
Ontario Hockey League	2

8b. Why do you prefer (IHL/OHL -- READ ANSWER FROM Q. 8A)?

9. As you may recall, two years ago there was a promotion for a team in the NHL. Were you one of the people who pledged a season ticket at that time?

YES	1
NO	2

10a. Do you feel that a team in one of these two leagues is an acceptable replacement for the NHL team? Do you ...

Strongly Agree	1] -- GO TO Q. 10b
Somewhat Agree	2]
Somewhat Disagree	3] -- GO TO Q. 10c
Strongly Disagree	4]
INDIFFERENT	5]

10b. Why did you agree? (PROBE FOR DETAIL)

_____ GO TO Q. 11A

10c. Why (did you disagree/are you indifferent)? (PROBE FOR DETAIL) _____

11a. (Including yourself) is anyone in your household playing on an amateur hockey team?

YES	1 -- GO TO Q. 11b
NO	2 -- GO TO Q. 12

11b. Who is this person?

Self	1
Spouse	2
Children	3

11c. What is the name of the league they (you) are playing in?

12. About how often during the *regular* hockey season do you watch a game on television?

_____ TIMES PER	WEEK	1
	MONTH	2
	YEAR	3

13. Are there any other comments you would like to make about having a hockey team in Hamilton?

Finally, I would like to ask you a few questions to interpret the results of the study.

14a. What is your main occupation? (DO NOT READ)

Professional	1	Unemployed	7
Management	2	Student	8
General Office	3	Homemaker	9
Sales	4	Self-employed	10
Blue Collar	5	Other (Specify)	
Retired	6		11

14b. IF WORKING: Are you working part-time or full-time? Part-time 1 Full-time 2

- 14c. IF WORKING: What type of area do you work in? Would it be ... (READ)
- | | | | | | |
|-----------------|---|----------------------|---|----------------|---|
| Manufacturing | 1 | Government | 4 | Medical/Dental | 6 |
| Retail | 2 | Business Services | 5 | Media/Advert. | 7 |
| Banking | 3 | (Finance, Insurance) | | | |
| Other (SPECIFY) | X | | | | |

15. What is your highest level of education?

Some Secondary	1	Completed University	6
Completed Secondary	2	Some Post Graduate	7
Some College	3	Completed Post Graduate	8
Completed College	4	REFUSED	9
Some University	5		

16. Which age group do you belong to? Is it ...

16 - 17	0	45 - 54	4
18 - 24	1	55 - 64	5
25 - 34	2	65 and over	6
35 - 44	3	REFUSED	7

- 17a. Including yourself, how many members are there in your household? _____

- 17b. Which of the following best describes your household ...

Young Single -- Under 25 years of age	1
Established Single -- Over 25 years of age but not a senior	2
Young Couple -- No children	3
New Family -- Single or 2-parent family with young or pre-teen children only	4
Established Family -- Single or 2-parent Family with older children at home	5
Established Couple - No children at home	6
Established Older Single (>65 YEARS)	7
Other (SPECIFY) _____	X
REFUSED	9

18. What are the first three digits of your postal code? _____

IF LIVE IN HAMILTON, ASK:

19. Which section of the city do you live in? Is it ...

East Hamilton	1	East Mountain	4
West Hamilton	2	West Mountain	5
Central Hamilton	3	Central Mountain	6

20. Finally, what was your total family household income last year before taxes. Was it ...

Under \$20,000	1	\$70,000 - \$89,999	5
\$20,000 - \$29,999	2	\$90,000 and over	6
\$30,000 - \$49,999	3	REFUSED	9
\$50,000 - \$69,999	4		

That completes the interview. Thank you very much for your time and have a nice evening.

21. RECORD GENDER: Male 1 Female 2

22. NAME: _____ PHONE: _____

23. LOCATION:
- | | | | |
|--------------|---|----------------|----|
| Hamilton | 1 | Ancaster | 4 |
| Stoney Creek | 2 | Glanbrook | 5 |
| Dundas | 3 | Flamborough | 6 |
| Burlington | 7 | St. Catharines | 10 |
| London | 8 | Niagara Falls | 11 |
| Kitchener | 9 | Oakville | 12 |

24. DATE: _____

APPENDIX B

Response Rate Results

Response Rate Results

	Hamilton			Stoney Creek		Ancaster	Dundas	Flam- borough		Glanbrook	London	Kitchener	Niagara Falls	Grimsby/ St.		Burlington	Oakville
	280			45	20	123	225	286	25	10	50	50	50	50	100	100	50
Completed Interviews	2716			347						83	494	619		360	690	1350	393
TOTAL CALLS																	
PERCENTAGES:																	
Completed Interviews	10.3%			13.0%		16.3%	8.9%	8.8%		12.0%	10.1%	8.1%		13.9%	14.5%	7.4%	12.7%
Not Eligible	21.8%			29.7%		24.4%	20.9%	43.0%		24.1%	19.2%	23.3%		32.5%	24.5%	21.0%	16.8%
Answering Machine	13.3%			17.0%		11.4%	12.9%	5.2%		15.7%	20.1%	13.1%		6.7%	5.5%	14.7%	17.8%
Call Back	0.8%			0.9%		0.0%	2.2%	0.0%		2.4%	1.6%	2.7%		2.2%	1.5%	1.7%	2.8%
Refusal	19.2%			15.8%		21.9%	20.0%	15.4%		14.5%	27.3%	21.5%		20.3%	23.9%	23.0%	25.5%
Busy	0.0%			0.0%		0.0%	0.0%	0.0%		0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%
No Answer	17.5%			17.6%		23.6%	29.3%	15.0%		22.9%	14.0%	17.0%		13.9%	16.1%	19.6%	16.0%
Disconnected	12.8%			1.4%		2.4%	2.2%	8.0%		7.2%	4.5%	9.0%		5.5%	6.5%	5.0%	4.3%
Wrong Number	3.0%			4.0%		0.0%	3.6%	4.2%		1.2%	2.6%	3.4%		2.5%	5.9%	6.7%	3.1%
Language	1.3%			0.6%		0.0%	0.0%	0.4%		0.0%	0.6%	1.9%		2.5%	1.6%	0.9%	1.0%
TOTAL	100.0%			100.0%		100.0%	100.0%	100.0%		100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%



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